

PRINTERS' BUSINESS INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
12 West 31st Street, New York City

VOL. XCIII

NEW YORK, NOVEMBER 4, 1915

No. 5



"The Brothers Dakota"

In the brilliant drama of the States, that had its inception in 1776 with an amateur cast of thirteen, there has been unfolded from time to time vivid scenes or startling acts of adventure, conquest, civilization, progress, manufacture, farming, merchandising, statesmanship, science, art and literature that have won the plaudits of the world.

The company enacting this wonderplay has been added to from time to time and now boasts of a well rounded-out cast of 48 stars.

Not all have had the good fortune to play the leading rôle—a few are yet to be heard from. We predict right here that when "The Brothers Dakota" step to the cen-

ter of the stage, with all their wonderful natural talent and resources, their debut will mark another epoch in the history of these United States.

When these two versatile actors first associated with this world-famous galaxy of stars, they were naturally cast for villainous parts owing to their "bad injun" proclivities, but under the careful guidance of those masters of stagecraft—Generals Custer and Miles—they soon developed into twin "Stronghearts."

It won't be long now before their names will be in bold-faced type on the program, and in electric lights over the entrance.

There is just one thing lacking

(The Ayer & Son Advertisement is continued on page 99)

A Fore-ray of Light from a New Book

"The Interrupting Idea"

"In the successful advertising of every business or product, there must be an 'Interrupting Idea' — an original thought so different from conventional monotony, so much more dynamic than placid presentation that it interests the eye, influences the mind, and thus interrupts the casual reader."

This is the opening paragraph of a little book on advertising that is in itself an "Interrupting Idea."

It contains the essence of some major thoughts that are overlooked by many advertisers—that should be fore-

most in the minds of all advertisers.

The first edition is now on the press and will be sent on request to advertisers writing on their business letterheads. If you don't want to THINK, don't send for it.

"Put it up to men who know your market"

FEDERAL

ADVERTISING AGENCY

241 West Thirty-ninth Street, New York



PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. XCIII

NEW YORK, NOVEMBER 4, 1915

No. 3

How Pyrene Broke into Dividend Column

Aggressive Sales and Advertising Methods That Relieved Pressing Problems of Growing Young Business

Authorized Interview by Charles W. Hurd with

Darwin R. James, Jr., and C. Louis Allen

Respectively President and Sales and Advertising Manager of Pyrene Manufacturing Company, New York, London, etc.

IN 1908, Pyrene was just a big idea, nothing more. Four years later, it had made a dent in the fire extinguisher business, but was getting just a bit wobbly in the legs, itself. To-day, the \$1,000,000 New York company is in the dividend column in a very solid way. Even since the data for this article were collected, the Board of Directors has moved the company up from a 6 per cent to an 8 per cent basis. Six hundred thousand \$7 and \$8 Pyrene extinguishers have been sold, the greater part of them during the past two years. This year's "300,000" quota contest is running over everything in sight. And in Europe, the war has put Pyrene on every British warship and army aeroplane, automobile and truck—45,000 of them there, and 23,000 with the other armies and navies.

The real story of this Pyrene revolution begins about three years ago. Before that it was all problem and no solution—financial problems, factory problems, sales and distribution problems, and most of them heart-breaking.

At this critical time in the affairs of the company three of the men identified with it in a financial way sought out Darwin R. James, Jr., and urged him to take hold and save it. Mr. James had a manufacturing business of his own in New York, but his friends were

convinced that Pyrene's prospects were exceptional, with the right handling, and tried to make him see it so.

"I looked into the affairs of the company," said Mr. James the other day, "and saw some Pyrene demonstrations, but was not interested. However, my friends continued their solicitations and at length I consented to give a day or two a week to see what could be done.

"When I began to study the situation, my views changed. I became very much interested. The work was fascinating, because fire-fighting, in itself, is sensational. As soon as I was in a position to visualize it as part of the great campaign against the annual death-toll of 2,000 lives and property loss of \$225,000,000, due to fire; and realized that the company was lined up with all the fire departments and fire insurance companies of the country in this stirring fight, my enthusiasm began to mount.

SOME METHODS INADEQUATE

"I was not long in discovering the inadequacy of some of the prevailing methods of fire-fighting. Millions of dollars were being spent on fire departments to prevent and put out fires, and millions more on fireproof construction, but comparatively little money and

Table of Contents on page 126

comparatively little thought were going into the prevention and checking of the thousand and one fires that neither fireproof construction can absolutely do away with, nor fire departments always prevent or reach in time to deprive of serious effects.

"There was no lack of contenders for this service. More than 60 different kinds of fire extinguishers for factory, public and home use were on the market. All of them were good, under some conditions. All, as I saw them, had serious disadvantages. Some

"Our own machine weighed six pounds. A woman or child could easily manipulate it. Moreover, it cost \$7 and \$8 as against the \$20 and \$25 of competing devices. Its contents never deteriorated and it did not therefore have to be recharged. Moreover, it put out electric, gasoline and oil fires as readily as any other kind without danger to the operator.

GAVE UP WHOLE TIME TO IT

"By this time I had become intensely interested in the situation. I got somebody else to run my private business and gave up my entire time to Pyrene. Several months later I sold the old business.

"The condition of the Pyrene company when I took hold was not encouraging. The mechanism of the Pyrene extinguisher pumps was not right and they were being shipped back to us in large quantities. This was a serious situation which would have been much worse if it had not been for the real and demonstrated value of the liquid itself, which is unique in its effect. As soon as it comes in contact with the fire, it turns to gas and covers the fire completely, shutting out the oxygen of the surrounding atmosphere, without which, of course, fire cannot burn. It can

Are your loved ones safe from FIRE

Fire is the great enemy that comes when you least expect it—usually when you are asleep, and sometimes when a house of men, daughter or wife.

Two thousand lives were sacrificed last year through fire. Somewhere a fire broke out every two minutes. Your home may be the next.

What would you do? If you are not home what would your family do?

There is a guarantee in just such an emergency.

In Pyrene's extinguisher, each fireman has his leg and weighing but six pounds. A small box can operate it.

Pyrene puts fires out. It puts them out good—before they grow big—before a kind of fire—some that water won't even do. It never deteriorates—requires no recharging—does not freeze. And it never does any damage.

Many persons call Pyrene "The little fire engine for the home."

That's just exactly what Pyrene is.

Think of that man, daughter or wife and get Pyrene before another day slips by.



To Dealers

There is a constant demand for Pyrene. It is sold by Hardware, Paint, Drug, Department and General Store branches, by Automobile Supply Dealers and Gasoline, by Electrical Supply Dealers and Radio Dealers. If you are not now handling Pyrene, write at once.

Write: 100-100 Automobile Insurance

Pyrene gives you a 10% reduction in fire insurance rates.

Write: 100-100 Automobile Insurance

Pyrene gives you a 10% reduction in fire insurance rates.

Write: 100-100 Automobile Insurance

Pyrene gives you a 10% reduction in fire insurance rates.

Write: 100-100 Automobile Insurance

Pyrene gives you a 10% reduction in fire insurance rates.

Write: 100-100 Automobile Insurance

Pyrene gives you a 10% reduction in fire insurance rates.

Write: 100-100 Automobile Insurance

Pyrene gives you a 10% reduction in fire insurance rates.

Write: 100-100 Automobile Insurance

Pyrene gives you a 10% reduction in fire insurance rates.

Write: 100-100 Automobile Insurance

Pyrene gives you a 10% reduction in fire insurance rates.

Write: 100-100 Automobile Insurance

Pyrene gives you a 10% reduction in fire insurance rates.

Write: 100-100 Automobile Insurance

Pyrene gives you a 10% reduction in fire insurance rates.

Write: 100-100 Automobile Insurance

Pyrene gives you a 10% reduction in fire insurance rates.

Write: 100-100 Automobile Insurance

Pyrene gives you a 10% reduction in fire insurance rates.

Write: 100-100 Automobile Insurance

Pyrene gives you a 10% reduction in fire insurance rates.

Write: 100-100 Automobile Insurance

Pyrene gives you a 10% reduction in fire insurance rates.

Write: 100-100 Automobile Insurance

Pyrene gives you a 10% reduction in fire insurance rates.

Write: 100-100 Automobile Insurance

Pyrene gives you a 10% reduction in fire insurance rates.

Write: 100-100 Automobile Insurance

Pyrene gives you a 10% reduction in fire insurance rates.

Write: 100-100 Automobile Insurance

Pyrene gives you a 10% reduction in fire insurance rates.

Write: 100-100 Automobile Insurance

Pyrene gives you a 10% reduction in fire insurance rates.

Write: 100-100 Automobile Insurance

Pyrene
Fire Extinguisher



Write to Dealer "The Little Fire Engine"

Pyrene Manufacturing Company

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

100-100 Automobile Insurance

THIS NEW APPEAL IN NATIONAL PERIODICALS IS PROVING EFFECTIVE

had to be recharged at intervals because of the depreciation of the chemical contents, and, without this care, were a positive menace, since they invited a confidence they did not deserve. Few could be applied effectively—or safely—to electric, oil or gasoline fires. And as most of them were three-gallon outfits, weighing from 20 to 40 pounds, they could not be conveniently handled by a woman or child.

be used on any kind of a fire. Containing no water or inorganic material, it is a non-conductor of electricity and is especially valuable in electrical plants of any kind. It will not stain or injure the finest material, whether silk, satin, books or valuable papers.

"That was our proposition, and you would think it should have been a winning one from the start. The most pressing financial diffi-

culties were relieved by the change in the company. The next most important question was the perfection of the 'gun.' This was accomplished in a few months, though in doing it we had to add 40 cents to the cost. Although it is one of the least expensive fire extinguisher devices on the market, we find some people wondering that it should cost even \$7. Apparently, they think it is an ordinary container or pump. As a matter of fact, it is a double-action pump of 43 parts with a revolving mechanism to insure the utilization of the liquid up to the last drop.

EXPLAIN PUMP CONSTRUCTION

"We are disarming this sort of criticism by showing in our literature pictures of the pump construction and giving an elaborate description of its working, so as to bring home to the reader the character and worth of the protection it affords."

This literature was reviewed in **PRINTERS' INK** last year.

"The next thing we did, while improving the 'gun,'" said Mr. James, "was to build up an organization of live, bright young men. We were not in too great a hurry about it, either, but kept our eye on a number of men, and even after we took them in, tried them out in subordinate places until we had a line on their capacity. We were eight months picking our London men. The European market, by the way, had opened up in quite an unusual manner, even before the war, on account of the lack of dependable extinguishers there.

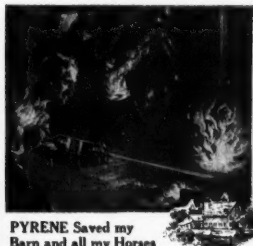
"Our biggest problem was right here at home. It was to overcome the prejudice in the field against innovation. For 35 or 40 years there had been no improvements in extinguishers. Apparently, nobody thought there could be. There is no body of men, I believe, quite so conservative as the insurance interests. They could not conceive at first and for a long time that a little quart fire extinguisher could possibly be so effective as the standard three-gallon type. It took a great many demonstrations and tests to convince

them that it was not the amount but the kind of the liquid that got results.

GIVEN OFFICIAL RECOGNITION

"Pyrene finally secured the approval of the Underwriters' Laboratories, Inc., which is the highest authority on fire-fighting apparatus in the United States, and became a factor in reducing fire insurance rates wherever factories, office buildings, houses and apartments are equipped with them.

"Up to the time of this recognition, the only field invaded by



PYRENE Saved my Barn and all my Horses

My barn caught fire in the night—I never knew how.

The whumping of my horses woke me up. It was getting pretty big when I got hold of the Pyrene Fire Extinguisher that I had bought two months before (near the feed bin).

My horse tried to get the horses out, but the horses were too frightened. But he has time than it takes to tell it I had the fire completely smothered and out. Pyrene extinguisher saved my barn and all my horses. I found I couldn't have done it any other way. If the Pyrene was its weight in gold, I'd have been in every barn and town in my horse.

Here and there about Pyrene Fire Extinguishers got included in the list of approved fire apparatuses by the National Board of Fire Underwriters, the International Association of Fire Engineers, and the Underwriters' Laboratories, Inc.

Send us the name of your representative to have your dealer and we will send you a reliable book on fire, called "Fire Pyrene."

PYRENE MANUFACTURING COMPANY
44 Vanderbilt Avenue New York City
The Pyrene Co., Ltd. 11 Queen Street St. London, W.C.

Pyrene
TRADE MARK
Fire Extinguishers



TYPE OF COPY USED IN NEW FARM-PAPER CAMPAIGN

the company had been the industrial. All at once our attention was focused on conditions in the automobile line. Hundreds of motor cars were burning up on the road, and it was apparent that a fire extinguisher was needed to protect them. Pyrene was the smallest, lightest, handiest, and, as we asserted, the most effective extinguisher.

"After working months to that end, I obtained from the insurance companies a reduction of 15 per

cent in the fire premium on all automobiles which carried a one-quart type extinguisher. Ours was the only quart extinguisher at that time and it gave a big impetus to the business. Two competitors have since entered the field.

"Following this, Pyrene was approved by the United States Steamboat Inspection Service, by hundreds of fire protection associations, fire marshals, insurance companies, fire insurance exchanges, fire departments, etc. It received the gold medal at the Panama-Pacific Exposition.

EDUCATIONAL WORK NEARLY OVER

"This phase of our educational work is about over. The authorities, insurance companies, fire departments and experts are convinced. There is a great work yet to be accomplished in getting the insurance companies to investigate all fire risks before insuring them. It cannot safely be left to the insurance brokers to exercise proper care, since brokers will always take a chance to get business.

"A recent investigation by the New York Fire Department illustrates this. One of the officials played a joke on the insurance companies. He rented a room with desk and chair, got \$1,500 insurance on this 'furniture' from a broker, arranged a little official fire and put through a claim for the face of the policy.

"Our interest in the matter is that if the insurance companies can be made to appreciate the necessity of investigating all risks, they will then give proper recognition to fire prevention devices. We are working with other agencies to bring this about.

"After all, we have only just scratched the surface of the possible demand. Our slogan is 'A Pyrene extinguisher in every home.' That is the great market and we are just beginning to go after it in earnest."

The advertising campaign proper dates back only two years. A house-organ called the "Pyrene Bulletin" had been started earlier than that to diffuse information about fire prevention among in-

surance men, fire engineers, dealers, etc., and a number of leaflets and folders had been prepared for direct and dealer use.

Two years ago the company entered the magazines with full pages of a more or less general publicity type, but aiming also at pulling inquiries for a booklet called "The Vital Five Minutes," that is, the first five minutes after a fire has broken out in the home. The advertising, in other words, was leveled at the great "home" market. It was effective in eliciting a large number of inquiries. These were turned over to the selling agencies of the company. But though business increased, it did not increase in proportion to the effort. There was still a problem, and the advertising had not solved it.

At this interesting point, about a year ago, a new general sales manager was installed, C. Louis Allen, who had for some months been manager of the automobile department and had introduced a number of selling ideas which had enlarged its business. He, too, by the way, had formerly headed an organization of his own, the American Apple Company, in whose interests he had traveled 50,000 miles a year and sold the products of his own Bitter Root Valley and Virginia orchards, as well as those of other orchards.

FIRST ANALYZED SALES SITUATION

The first thing Mr. Allen did when the sales helm was turned over to him was to analyze the sales situation. Out of the multiplicity of problems he found one that seemed to demand immediate settlement. Pyrene was being distributed in some 20 districts by selling companies. Few of them were doing a satisfactory business. Almost all were taking the business as it came to hand, and not going out and turning it up the way a red-blooded sales force does and a red-blooded manager requires.

"When I got out into the field and could make a thorough study of it," Mr. Allen told PRINTERS' INK, "my previous suspicions were confirmed. Most of our sales-

"1916-Model" Advertising Plans

ARE *your* Copy and Plans built for *now* and for the *future*—or do they reflect the ideas and conditions of yesterday?

Things have changed *tremendously*—the consumer's view-point has altered—the attitude of the trade is different.

There is need of *new* ideas—*new* methods—*new* business diplomacy.

Nichols-Finn Advertising-Merchandising Campaigns are "1916 Models." They are prepared to meet the times and to anticipate tomorrow—founded on a careful analysis of present day conditions—with an understanding of the trend of things to come.

Our ideas and suggestions—our shoulder-to-shoulder work with your Sales and Advertising departments—may be of real assistance in shaping your merchandising efforts along the most productive lines right now.

At least, they merit your careful investigation.

Let's get together.

NICHOLS-FINN
ADVERTISING COMPANY

222 SOUTH STATE ST., CHICAGO
200 FIFTH AVENUE, NEW YORK, N. Y.



"Intelligent, Sustained Effort Insures Success"

men, that is, those who held contracts as selling companies, had been fire insurance brokers. Some were old fire-protection men. They knew their own field, which was the industrial, very well, and they took care of the immediate business in good shape. But most of them were about at the end of their rope so far as getting new business was concerned. They had always dealt with factories,

ultimate consumer, without violating the letters of the contract, they made the discrimination and pocketed the extra profit.

GIVING AGENTS A MENTAL JOLT

"Consequently the first thing I did when I got the chance was to give these agents a mental jolt and rouse their imaginations to the opportunities facing them. They had confined themselves to

one field, and there were three. And they had been doing the hardest part of the work alone, and been neglecting the easiest, which would have been done for them, for while factories and public institutions have to be 'sold,' home owners and automobilists shop and thus sell themselves. Our agents must, in short, as I pointed out, increase the number of their dealers and get them working.

"A few of the agents saw the point, and sales took an upward bend. But still I was not satisfied. I was convinced that the situation was fundamentally unsound from a selling point of view. I did my best with the agencies and bombarded them with letters every other day, and it became more and more certain that there was nothing in the agency

idea and that the only way to build up a big business was to have an organization of our own with which we should be in direct contact and over which we could exercise an intimate control. I proposed to turn the selling companies into straight branches.

"This involved a much greater expense, but the directors, after discussing it from every angle, approved the plan and despite the expense gave orders to move

Pyrene
TRADE MARK
FIRE EXTINGUISHER
The Nation's Watchman

PYRENE keeps a constant vigil. It is always ready. When the emergency comes, when seconds count, when delay means loss—loss of life—loss of property; Pyrene is ready. It puts fires out—quick. It puts fires out—before they grow big. It works swiftly. It is sure. A boy of ten can use it. It never damages. It does not harm a thousand dollar rug or a delicately tinted wall.

Fire engineers recommend it. Large corporations use it. Office buildings are equipped with it. It is in railway and street car everywhere. Armies and navies use it. Through its use, thousands of automobiles save 15 per cent. on their automobile insurance. It brings protection and a feeling of security to countless homes. Every day—every hour—it is saving property and lives.

Protect your home—put a Pyrene on every floor.

See Pyrene display in Palace of Machinery at Panama-Pacific Exposition.

Bees and other small flying insects are attracted to the flame of kerosene. The Pyrene flame is not attracted by them, and hence the Pyrene flame is safe for use in the presence of bees and other flying insects.

Write for Bulletin, "The First Fire Minute"

PYRENE MANUFACTURING CO., 52 Vanderbilt Avenue, N. Y.
Offices in all Principal Cities
Distributors for Great Britain and Continent: The Pyrene Co., Ltd., 15-21 Great Queen St. London, W. C.

THE OLD TYPE OF COPY DISPLACED BY COPY OF MORE SEARCHING APPEAL

office buildings, public buildings, etc., and handled the orders themselves. It should have been the main part of their work to line up new dealers and jobbers and keep them stocked up and enthusiastic, but most of them, I discovered, could not see the wisdom of sharing business with dealers. The idea of 'volume' had never entered their heads. Wherever it was possible to discriminate between the dealer and the



Every man in the
CHELTENHAM
Advertising Agency
has come to it because
we asked him to
come.

And each has been
asked because of his
success in the adver-
tising work he was
doing.

INGALLS KIMBALL

President

11 EAST 36TH STREET
NEW YORK

ahead. We did so. As fast as the contracts expired we transformed the agencies into branches. We could not do so with all at once. There are still some subsidiaries left.

"We made the first changes about the first of the year. I was a good deal in doubt as to how soon we should begin to get the results we wanted. It seemed possible that the first effect of the change might be to disorganize the force and that it might take a month or two to get all working together and in full sympathy with our plans.

"On the contrary, the very first reports from the new branches

most experienced men in charge of them. The divisions were subdivided into twenty districts, with from two to ten salesmen in each, according to its size and importance. There are about 100 salesmen thus far."

Modern sales science, after a more or less exciting chase after abstract method, seems to be coming back to the point from which it started and to be basing its superstructure on *men*. Method *through* men and *for* men, and not in spite of them and contrary to them, is again the order of the day. Emphasize method and you lose the men; guide the men and you get both.



PYRENE HAS A WINDOW DISPLAY NOW THAT GETS ATTENTION FROM DEALERS AND PUBLIC ALIKE

showed gains, and after three or four months, the worst of the branches were doing more business than the best of the agencies. After that, we knew the plan was a success, and we began in earnest to work over the material in hand.

"We had kept the best of the old agents as salesmen in our new branch organization. They knew their business and had been laboring at a disadvantage under the old system. We cut up the country into five divisions and put the

Just as Mr. James is a profound believer in putting character at the foundation of his business, so Mr. Allen is a believer in putting it at the bottom of the sales force.

"We want men who are sound, in the first place," he said, "men who are not only alert and able, men with whom we can work, but men with ideals, who want to grow, because these are the only kind of men who can sympathize with our larger purposes. I think so much of this point that I am

NEEDLECRAFT

sifts these out

- the lazy woman
- the careless woman
- the outside worker with no time
- the illiterate woman

NEEDLECRAFT goes only to women of pride, industry and intelligence. These are the women of high buying power. No other women have any use for

NEEDLECRAFT

Three Quarters of a Million Guaranteed

1 MADISON AVENUE
NEW YORK CITY

WILL C. IZOR, Advertising Manager
ROBERT B. JOHNSTON, Western Manager

Member Audit Bureau of Circulations

just now sending out a letter to our men and heading it: 'What do you intend to study this winter?' I am not trying to monopolize their minds, you understand, but I am dropping the thought into them that they must grow to keep pace with their opportunities and our own.

"Then, in the second place, we want men who are square pegs in square holes. A man may be a good salesman in one territory and very poor in another. The Bostonian or Philadelphian who talks 'family' or 'traditions,' in South Dakota, will get in bad. The Chicagoan who tries to put his idea of 'pep' into a Southern district will come to grief if he isn't careful. Each part of the country has its own ways and calls for a certain type of salesman to do well there.

STUDIED TERRITORIES FIRST

"So I studied the territories first and decided just what kind of a man each needed. Then I picked the man for it, from within the organization if there was a man handy and from without if there wasn't. Most of the men seemed well placed, but I moved quite a number around. The results were very satisfactory, as is proved by the fact that practically all territories showed immediate and increasing gains in sales.

"After we had the territories and men fitted to each other, we started in to reorganize the methods. I ought to explain that all of this was done with the utmost consideration for the men. They were on salary, they were a part of the organization and they had to produce. Moreover, they were aware that the change had been made in order that still greater changes might be made and in order that they could be brought closer to us and put under a sort of discipline.

"However, in all this we wished to allow them to preserve their dignity, independence and aggressive sales ability, which they could do, of course, by wanting the same things that we wanted. Therefore, in all of my talks and letters to the force, salesmen or

district and division managers, I have made it a point to pass along our plans as *suggestions* rather than orders. Most people resent a command. A suggestion has all the force of one without the friction it generates.

"With the sales staff well in hand, the immediate objective was to increase the number of dealers. When we changed over, there were probably not more than 2,000 dealers in the whole country selling Pyrene extinguishers, and we had no list of them. That number has been trebled within less than a year.

SALESMAN SOLD FOR DEALER

"At first the salesmen had to work without all of the helps we have since developed. They could display, demonstrate and sell Pyrene for the dealer. They could send him folders and booklets, electros and prepared ads. We had a very effective mechanical window display that I had used while in the automobile department, and we could place this out in the garages and hardware dealers' stores. All these aids were efficacious, and we had the magazine advertising besides.

"Now, the old curve of business for a number of years had always been lowest in September. It went up from then to January, ran along on a level until March, thence upward to a peak in June and then all the way downhill to September again. I looked over the situation and failed to find any reason why business should not be just as good in one season as in another. I determined to straighten out that curve and make it one steady grade upward. It was an undertaking, but I wanted an incentive to set before the force and myself.

"I don't know whether we should have made more than a very ordinary success of this except for the fact that soon after we swung into our stride, about the middle of the summer, the advertising department was turned over to me. The study which I was forced to make of it set our thoughts in a new direction. Be-

(Continued on page 98.)

The Boston Post

HAS THE

Largest Morning Circulation

IN THE UNITED STATES

Its Net Paid Daily Circulation for the Six Months Ending
October 1, 1915, was

463,578 **Copies
Per
Day**

This was over 70,000 copies per day larger than the Net Paid Daily Circulation of any other Morning Newspaper in the United States. It was also over 58,000 larger than the Net Paid Circulation of any Evening Newspaper in the United States, with one exception and that in New York City. **PROVEN BY SWORN STATEMENTS OF LEADING NEWSPAPERS** of Net Paid Circulation for the Six Months Ending October 1, 1915, to the United States Postoffice Department as Required by Act of Congress of August 24, 1912.

DISPLAY ADVERTISING

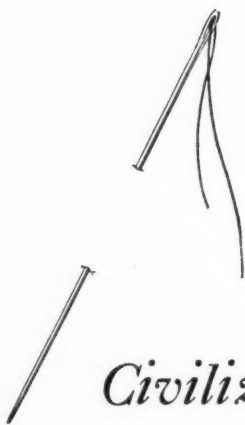
In Boston Newspapers having Daily and Sunday Editions for the Ten Months Ending Oct. 31, 1915. Classified Advertising, of which the Boston Post does not make a specialty for business reasons, is **NOT INCLUDED** in this Comparison.

	Agate Lines Display
BOSTON POST . . .	5,302,189
Second Paper . . .	4,127,401
Third Paper . . .	3,448,086
Fourth Paper . . .	2,747,782

**AN ADVERTISER CAN "COVER NEW ENGLAND"
WITH THE BOSTON POST**

Eastern Advertising Representative, KELLY-SMITH CO., 220 Fifth Ave., New York City.

Western Advertising Representative, C. GEO. KROGNESS, 902 Marquette Bldg., Chicago, Ill.



Civilization's Tool

THE NEEDLE plays so great a part in the life of woman that a magazine published for her must devote special attention to this tiny instrument, so mighty in the service of civilization.

Whether the needle be held in the hand or in the steel fingers of the sewing machine, whether the work be embroidery or the making of dresses, cloaks, lingerie, Today's sewing experts furnish a continual supply of the newest and best ideas.

Twelve per cent. of the total editorial space is assigned to the Pattern and Embroidery Departments.

In any estimate of women's magazines made by a man, the point he is least likely to appraise at its due importance is the technique of the needle and the vast part it plays in the realm of the home.

Sarah Field Splint Editor

Today's Magazine

[This is the thirteenth advertisement about TODAY's editorial policy]

A Few Confidential Remarks About Sales Conferences

Some Guarded Suggestions to Prevent Them Skidding

By Charles Austin Bates

THE theory about a sales conference is that the boys all get together and swap experiences and tell each other just how to do it. Each gains some knowledge from the others. The Old Man exudes a lot of platitudinous piffle about General Business Conditions, and the Financial Outlook, and the sales manager infuses enthusiasm, team work and *esprit de corps* and tells how he himself rose from a little barefoot salesman to his present proud and opulent eminence.

And then all the boys go out full up with new and particularly hot pep and eat 'em alive.

That's the theory.

And once in a blue moon it almost nearly works out.

A sales conference usually starts out pretty well, except that everybody is more or less embarrassed. Most of the boys have on their store clothes and feel a little bit foolish—the sales manager is nervous about his carefully prepared impromptu oration. Things move along all right until he says: "Now, Mr. Star, you've been high man for a considerable period. I'm sure we'd all like to be told how you do it. How do you account for the very satisfactory sales in your territory?"

Then, Star tells pretty nearly everything but the truth, which is, that he doesn't really know just how he does do it. He can tell of many individual sales made by the exercise of great finesse, force and diplomatic ability, in the face of almost insurmountable obstacles, but every man in the room has a similar story seething in his system—and none of them is particularly valuable—none really helps the weak sisters for whose benefit the conference confers.

After Star finishes saying nothing in a good many words, the chairman says: "You all know

that we have placed special emphasis on Model K 11-44—most of you have done fairly well with it, but Mr. Plodd leads by several lengths. Plodd, please tell us all about it."

Plodd squirms a little, and finally says: "Oh, I don't know—I just talked it whenever I got a chance, and the buyers seemed to like it." And that ends him. You may poke at him like a cat under a couch, but he won't come out. He's through.

It is possible that Mr. Gabb is among those present, and makes a first-rate uplift talk. Never has any troubles, because the goods are right, and the house gives top-notch service—to be sure, the prices are pretty stiff as compared with those of competitors—he loses a sale now and then simply on price, but on the whole, the goose maintains its altitudinous position.

Along about there the conference begins to skid. Mr. Weak rises to establish an alibi. His territory is the worst on the map. The rain it raineth every day, but one, and on that day his cold is so bad he can't talk, so he doesn't go out. Competition concentrates against him—prices are cut to pieces—datings are given. His best order was canceled, because the house delayed shipment, and Old Man Grouch at Gallipolis, will never buy again because the treasurer insulted him by asking for payment.

Before he is half through, the conference has become a grievance committee. It is a good chance to get back at the sales manager, and everybody, even including Star, hands him a few, just for the good of his soul.

Not one of them will attempt to nullify another's alibi—he may need it himself some time.

The salesman knows when he

is called into a conference that the object is to boost sales. Nine times in ten he honestly feels that he is doing as well as can be done, and he therefore meets with hostility the suggestion that he shall do more. The house wants to show how easy it should be to sell its goods—the salesman's object is to prove how hard it is. No matter how loyal a salesman may be, or how hard he will fight for the house with outsiders, nevertheless down deep in his heart is a spirit of antagonism—a feeling that his work is not truly appreciated or adequately compensated. When he gets into a sales conference and hears the troubles of the other boys, his own are magnified.

Nope! On the whole, I don't think much of general sales confabs.

It is all very well to get the boys together occasionally, but let it be largely a social event. Let them browse around the plant and get better acquainted with the treasurer, the superintendent, the shipping clerk, the correspondents and the advertising manager. Humanize the organization. Take them to a ball game, or the Follies. Give them a dinner—give them anything but a cut-and-dried conference.

Sales conferences should be single-handed affairs between the manager and one salesman, or at most two or three.

Get Mr. Star and Mr. Weak together if you like, but tell Star beforehand that you want him to help you help Weak. And don't make it too serious, or too obvious—just let it happen.

Show Weak the record on his delayed shipment, so he can see just how and why it happened, and can tell his customer on his next trip. Have the treasurer show him Old Grouch's account, and why it was necessary to jack him up pretty sharply.

You know why Star leads, and why Plodd sold so much of K 11-44, or if you don't you ought to. Tell Weak about it yourself—as a personal help to him and not as general sales boost given to the whole bunch.

Individualize—each man has his

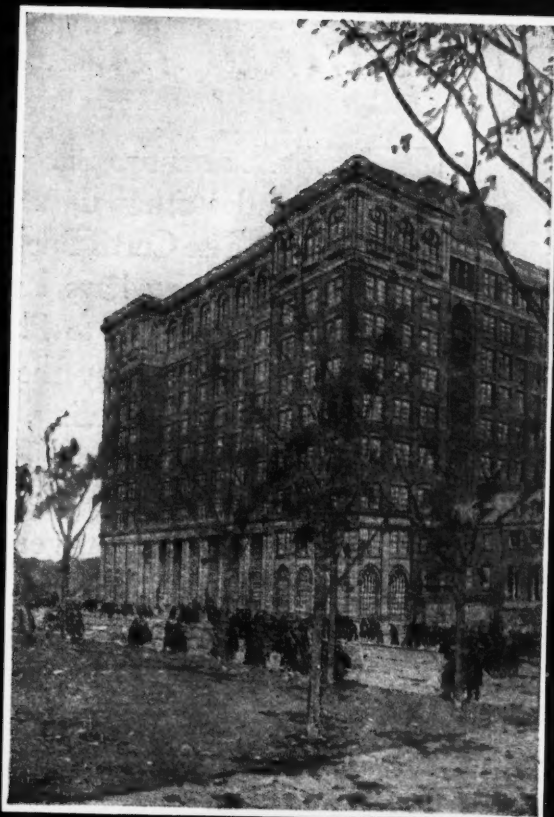
own peculiar weaknesses and his own strong points. The sales manager must find the line of least resistance. He must be broad enough and wise enough to understand each man under him—not as a salesman, but as a man. A man's character and abilities do not change simply because you take him out of the shipping-room and put him on the road. You may have to bump college ideas out of one, while another keeps right on saying, "I done it"—but what do you care, so long as he did done it? The same treatment can never get the best results from such widely different men. The general sales conference puts them all in one hopper, and tries to de-individualize them. The methods which make one successful will cripple another.

All you can do collectively is to inculcate general principles—thorough knowledge of the goods—house principles, policies and procedure. You can't make all salesmen act the same under like conditions, any more than you can make all golf players alike. One drives a long ball and falls down on the putting green—another saves a game with his iron shots. A man may have a bad stance and no form to speak of and yet finish with a fair score, while another with all the style and theory extant lacks steam and direction.

Individual instruction is what they need, and that is the only thing that will do much good.

In all of this I am considering a sales force of from ten to fifty men. Larger organizations may require different treatment, but even in these it must be individual work with individual salesmen that counts. The principle remains the same, and in my opinion the large force should be broken up into smaller groups with a head for each. A sales force is not a mass, but a group of distinct units. You can't make an automatic machine of it.

A successful salesman has brains and ideas and a temperament of his own. If you hamper him with too much instruction, you lose the benefit of his own initiative.



An Announcement a



THE executive offices of the Advertising Department of The Curtis Publishing Company have been removed from New York to Philadelphia, where they occupy the third floor of the Curtis Building, facing Independence Square.

This removal embraces the offices of William Boyd, Advertising Director; of the Division of Publicity, and of the Division of Commercial Research.

The sales office in New York will continue at its former location in the Metropolitan Tower.

We hope that business men and their wives, when in Philadelphia, will

nt and an Invitation

not only do us the honor of visiting the Curtis Building but will come direct to the advertising offices, which will enable us to give them a personal welcome.

Accommodations are there provided for the transaction of business, meeting appointments and holding conferences.



There are many features of the plant which hold a special interest for women as well as for men—the welfare department, the rest and recreation rooms, the restaurant for the 1800 girls employed, the editorial offices, the many works of art, and the vast machinery by which the Curtis

publications are printed, bound
and shipped for distribution—
more than half a million com-
plete publications every working
day.

THE CURTIS
PUBLISHING COMPANY
INDEPENDENCE SQUARE
PHILADELPHIA

THE LADIES' HOME JOURNAL
THE SATURDAY EVENING POST
THE COUNTRY GENTLEMAN



Successful Co-operative Advertising by Manufacturer and Retailers

Instances of Some Campaigns Wherein the Manufacturer Has Tied Fast
to His Dealers

[EDITORIAL NOTE.—This article was written expressly for **PRINTERS' INK** by the advertising director of one of New York's foremost stores.]

IN this article I shall tell specifically how several manufacturers actually co-operate with retailers. Space limitations prevent the presentation of all of the campaigns with which I am familiar, and doubtless there are many of which I have no knowledge, for as **PRINTERS' INK** persistently preaches, this is the age, the decade, the year of *co-operation*!

By far the greatest number of manufacturers who have made moderate and even greater success in securing the co-operation of retailers have started the co-operation ball rolling themselves. They have approached every retailer with the bait of practical co-operation. Co-operation has been their guiding star, their text, their practice, their law.

The modern retailer does not fail to fully appreciate his technical advantage; the value of his clientele and his organization. He will use these advantages for the gain of a manufacturer only when he sees suitable advantage for himself. And we cannot blame him. He is in business to make money and to build up and foster a clientele.

One of the foremost apparel specialty shops of New York buys not less than 80 per cent of all its men's suits from one manufacturer, and frequently features the manufacturers' name in its advertising. This is a very profitable relationship for both manufacturer and retailer. The manufacturer has from time to time taken on equally desirable accounts until he now has some 14 or 15 of similar nature in as many cities, and they keep his factories going all the time and enable him to effect production economies which speak in no uncertain tones in his

profits, as well as in the sales and the satisfaction-giving transactions of the retailers whom he serves. The business increases from year to year.

This manufacturer has studied co-operation from every angle. He has applied co-operation in the broadest possible sense. His customers refer to his factories as "our workrooms," "our shops," "our tailoring establishment." They have a sense of proprietorship. That is an ideal situation.

The co-operative plans of other manufacturers in the men's clothing line such as Hart, Schaffner & Marx and the Stein-Bloch Company are too well known to require more than mere mention.

Their daily newspaper, poster and magazine advertising campaigns; their booklet and circular work; their educational propaganda; their co-operation in "sales," are all well known country wide. Their policy of restricting their lines to one house in a city, and *supporting it to the limit*, has been a winner.

WHAT CO-OPERATION HAS DONE IN ONE CASE

It so happens that one house, Strawbridge & Clothier in Philadelphia, has both of these lines exclusively in its city. That business is the envy of clothing men the country over. It is done by means of the manufacturers' fine co-operation and backing. There are high-grade men's clothing manufacturers in Philadelphia. One of them has his own large retail store. Another has two stores. Both would be glad if they had in their home town the volume and quality of business credited to Strawbridge & Clothier. Co-operation with a capital C is the explanation of the condition.

What applies to men's clothing applies to other lines. The keener the competition; the greater the

number of competing lines; the more vast the total consumption; the more important becomes the item of co-operation between producer and retailer.

The manufacturer in practically every instance gains very decidedly by having his product advertised under the name of the retailer. This is by no means in disparagement of his own advertising of which I will treat later.

The established retailer has a clientèle, a reputation and generally a goodly list of charge accounts. His advertising is read with as great interest by the thousands of women newspaper readers as the news itself, if not with greater avidity, and women buy from 80 per cent to 85 per cent, or are a strong influence in buying that percentage of the merchandise that passes over the retail store's counter. Also, very frequently—indeed almost as a rule—the retailer's advertising is taken by the newspapers at a lower rate than is granted the "national" advertiser.

The retailer has an advertising staff thoroughly conversant with the best means of reaching the store's clientèle. They are experts in retail merchandising. They can put the "punch" into advertising. This feature is by no means to be disregarded.

MANUFACTURERS WHO SHARE ADVERTISING EXPENSE

Some of the most successful manufacturers of to-day in many and varied lines are co-operating with the retailer in sharing the advertising expense on their lines. Among them are manufacturers of corsets, pianos, player mechanisms, branded silks and dress goods, toilet preparations, hair goods, trunks, hosiery, underwear, gloves, carpet sweepers and vacuum cleaners, patented kitchen and other utensils, perfumes, music, musical instruments, garments and other lines.

Methods of co-operation are varied in the matter of advertising in addition to sharing the actual cost of the space in the newspapers. Some provide cuts that would cost the retailer ordi-

narily from ten to fifty dollars if the drawings were made by artists of equal merit, but which cost the manufacturer but a trifle when duplicated and sent to several retailers.

All provide typewritten or printed facts regarding their merchandise, either in the form of clearly stated facts only; or in finely written, interest-compelling advertisements which can be used bodily or adapted.

Many manufacturers supply circulars well printed and often cleverly illustrated to go out with a store's bills and in its packages. These should be, and generally are, submitted to the store's advertising manager before going to press—often the store wishes to incorporate some "policy" or "sale" talk. These circulars have a wide influence at small expense.

When the line of goods lends itself to the method, the manufacturer who co-operates supplies special display features for the retailer's windows and counters, and these are often of great trade-winning power. A store's windows are frequently second only in selling power to its newspaper announcements.

The national advertising the manufacturer does in the magazines, in the daily papers, in streetcars and on posters and bulletins all contributes handsomely to the plan of co-operation. He naturally uses it to best advantage only when he provides wide "distribution"; that is, when he has retailers handling his product in the greatest possible number of localities reached by his national advertising campaign.

As a matter of fact not a few successful manufacturers have widened their distribution by their national advertising in the dailies, magazines and trade press, attracting new accounts by the cleverness of their advertising and the possibilities it suggests, and by the facts presented detailing successes already established in various localities.

Co-operative advertising—that is, advertising by the manufacturer under the retailer's name—has the distinct advantage of enabling the

Where navigation closes early—

"The writer works in the north-east of Canada in the summer and was burned out this fall. Navigation closes early and there is not time to get anything on the ground this fall, so he was ordered to make out a list of everything he would need to build a new power, light and refrigerating plant and it would be on the ground for him at the opening of navigation.

"Boilers, engines, dynamos, piping, tools, valves, fittings and packings were all specified from 'Power' ads and next year about the '4th' the writer expects to have a complete 'Power' plant."

* * * *

The primary purpose of "Power" is to pave the way for the salesmen of power plant goods.

But in the out-of-the-way places, the "where navigation closes early" places, the engineer buys his equipment and supplies direct through the selling section of

Power

One of the five Hill Engineering Weeklies published at Tenth Ave. and 36th St., New York City. The others are *The Engineering & Mining Journal*, *American Machinist*, *Engineering News* and *Coal Age*.

All members of the A. B. C.

Paint and Lace Curtains

Do you know why it is that hundreds of thousands of homes have good lace curtains at the windows, yet have no paint on the outside of the buildings?

It isn't superior selling ability, is it? And certainly lace curtains aren't better advertised than are paints, are they?

Is it, as one paint manufacturer suggests, because "from girlhood most housewives have been brought up to look upon lace curtains as one of the first requisites of a home?"

Well, if that be true and it can be made the fashion to have lace curtains inside the home, why can't it be made equally the fashion to have the outside painted?

It can!—in fact, it has been done here and there by extra-wide-awake storekeepers. And what

has been done by the storekeeper working alone can be much better done by the storekeeper and the paint manufacturer working together—the one using his local paper and circulars and window displays and the other using national advertising and a helpful idea-suggesting salesforce.

While we have no desire to push The Farm Journal over-energetically, yet we do feel that the paint manufacturer is entitled to the best medium he can buy. And we believe The Farm Journal qualifies, inasmuch as it devotes so large a proportion of its space to household affairs—"unlike any other paper."

January closes December 5th—*well over a million circulation*, concentrated in the twenty-nine states where there are the most paint-selling retailers.

manufacturer to know exactly what his advertising costs him.

I have been at some pains to gather exact figures on several co-operative advertising campaigns conducted by manufacturers in different lines with retailers in different cities. The following is a condensation of information received in reply to inquiries of 20 large retail stores in eleven cities, and of 21 different manufacturers.

SYSTEMATIZED CO-OPERATION

1. A corset manufacturer making a line for women of all figures, and for misses, which line sells at \$2.00 to \$10.00, shares the advertising expense with the retailer according to a clever schedule which he will not permit me to make public, but the gist of it is that he will either spend a certain percentage of his sales to the retailer in advertising under the retailer's name, or he will pay 25 per cent of the net advertising cost on all advertisements up to a certain varying limit. This manufacturer is very successful. His line is carried by only one store in each town or small city and by not more than two or three in a large city, with the exception of New York, where I think he has six accounts. In New York he practically controls the size, date of appearance and matter of the advertising.

2. The manufacturer of a patent finish for table tops and household and office furniture, generally shares the advertising expenditure of live retailers with splendid results. He is very enthusiastic.

3. Several men's clothing manufacturers apply this method with great success. They supplement the advertising the retailer does with local newspaper campaigns and advertising in national mediums.

4. The manufacturer of a patented wardrobe trunk divides the advertising expense with the retailers who are his agents in various cities very successfully. I know of one recent series of advertisements that sold trunks to the amount of \$1,980 in eight days. The advertising under the retail-

er's name cost \$400, the retailer and manufacturer each paying half. This was very satisfactory. It created direct business for both manufacturer and retailer and there will be more to follow. This advertising with occasional follow-ups will continue to pull for a long time.

In the last-mentioned case the manufacturer supplied cuts. His representative and the retailer's buyer were in close touch with the store's advertising manager. The advertising was a marvel of conciseness and informative facts. The trunks were "right," and the only result that could be expected was the success that was achieved.

5. A successful manufacturer of fine silks goes very deeply into his co-operative advertising. He uses trade magazines and the national magazines. He uses selected daily papers in his own name, advertising a certain brand. This he supplements by making an advertising allowance to the retailer who handles his silks by the yard, and an allowance for mentioning his brand when it is used in ready-to-wear apparel. He reports excellent success. Where possible this manufacturer secures window displays and he has a system of follow-up for the buyers and advertising managers of the stores. He circularizes dressmakers and he works on the manufacturers of ready-to-wear apparel.

PAYS FOR ALL HIS ADVERTISING BY THE STORE

6. One of the most successful hair-goods manufacturers has a department in a leading store in a large city. This manufacturer pays for all his advertising. To be sure, that is one of the conditions of the contract. It results, however, in his getting advertising practically whenever he wants it for his own merchandising purposes, and he is enough of a diplomat to succeed in influencing the style and placing of his advertising in a store's general advertisement to a considerable extent.

This manufacturer is gradually developing the same system throughout the country, whether he controls the department in a

store or merely supplies goods.

7. Two high-grade men's hat-manufacturers follow the co-operative plan of advertising with great success. They pay one-half of a store's advertising of their brands for one week four times a year, at the opening of the seasons. They furnish cuts, also circulars, and keep in close touch with the buyers and advertising managers of the stores.

8. In perfumery, toilet goods, kitchen utensils and kindred lines, the co-operation of the manufacturer with the retailer takes the form most frequently of placing demonstrators or salespeople in the store. These clerks are thoroughly trained and are paid more than the average retail sales clerk. They are a great sales-building force. The retailer appreciates the saving of the considerable item of "overhead" which their salaries, if paid by him, would constitute.

Some of these manufacturers also successfully pay part of newspaper advertising expense, and practically all of them "sample" liberally and issue attractive printed matter with the retailers' imprint.

9. One of the great lawn-mower manufacturers pays half of all the advertising in the daily papers done by the retailers who are his agents. The same is done by a successful maker of high-class refrigerators.

10. The book publishers are great advertisers for the benefit of the retailer. They seldom co-operate with the retailer in paying any portion of his own direct advertising, but they do such extensive advertising of new books, and do it so well, that the retailer has but to announce that he has the book and slip a few thousand leaflets, often supplied by the publisher, into outgoing packages to secure his proportion of the trade.

In the case of sets of books made up of history, literature, the classics, home-study courses, etc., the co-operative plan of advertising is found more effective. Some big sales have been recorded in following out this plan.

11. One manufacturer of bust forms and forms used by dress-makers and in homes built up a large business by co-operative advertising a few years ago with a big New York department store, and has followed the same plan since in other cities with proportionate success.

Many more instances might be cited but the above are sufficient to give an idea of the success of the method.

This co-operation should be extended beyond newspaper advertising. It should be made to embrace the increasing of the selling efficiency of the retailer's sales clerks by educational propaganda. Sometimes cash prizes or bonuses are given as incentive with the consent of the retailer. Special "events" featuring the manufacturer's goods should be suggested to the retailer and in these the manufacturers should give every assistance possible, short of actual price-cutting.

The manufacturer who co-operates with the retailer attaches that retailer's clientele to himself, so to speak. It becomes a valuable asset to him as it is to the retailer. His experience and success are strong levers in developing business and opening new accounts.

ORGANIZING FOR CO-OPERATION

The organization required for this work may be small or extensive according to the volume of business contemplated by the manufacturer, by the number of his accounts, and various other conditions.

The prime requisite is to have in charge of the work a man thoroughly familiar with the organization and operation of the department store and specialty shop. If he is an experienced advertising man so much the better. Indeed it is quite desirable that he should be. If he is not, he must have the close co-operation of an advertising man or woman, or an agency having wide experience with reference to sales direct to the consumer through the medium of the retailer.

Such men and women may be

engaged in the larger cities. There are many to be had in New York, Philadelphia, Chicago and Boston. Sometimes they are found on the advertising staff of a newspaper. Occasionally a man or woman may be had from a department store or specialty shop, or an advertising agency. A few of the more up-to-the-moment advertising agencies have such men as members of staff, and such agencies can render valuable advertising service.

The combination of merchant and advertising man is the ideal for this position for much depends on the man at the helm.

This man will require a stenographer or secretary and one or two cheap clerks for taking care of his cuts, drawings and proofs, sending out of matter to retailers, etc.

He will need to travel some. Drawings for illustrations will cost from a couple of dollars to \$25 or \$50 apiece. Duplicate electrotypes will cost from 25 cents to

\$1.00 each. Printed educational matter should be sent out regularly to retailers, and circulars prepared and printed for the retailer's distribution with bills and in packages as before mentioned.

No two manufacturers, even in the same or similar lines, will find the cost of this work the same.

Here are some figures which will serve as a basis from which any manufacturer may compute the cost of a system for his own business.

A manufacturer doing a business with retailers in the United States and Canada approximating \$3,500,000 a year pays the sales manager who heads his campaign \$6,000 a year, expenses, and one per cent on all the increase in business each year. He spends \$30,000 a year in national advertising; \$20,000 in co-operative advertising with retailers, which includes demonstrators and newspaper space in the retailer's name; \$15,000 a year in local newspaper advertising in his own name;

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

\$2,500 a year for illustrations; \$350 a year for electrotypes; \$2,500 a year for printed matter; \$3,500 a year for the sales manager's assistants and for postage, etc. The sales manager's traveling and incidental expenses average about \$2,000 a year. The total cost of the campaign is, therefore, about \$81,850, or $2\frac{1}{3}$ per cent, not counting the one per cent bonus to the man in charge. This manufacturer's increase in sales last year were about \$290,000 over the preceding year. It would not be correct to figure this \$81,850 expense as against the \$290,000 increase. Much of the amount would have to be spent to keep up to the previous year's total of \$3,500,000.

Some lines of business will stand a much higher cost for expansion and the maintenance of existing business in healthy condition. Where is the manufacturer with profits figured so low that he cannot afford to pay from $2\frac{1}{2}$ per cent to 5 per cent for business expansion alone, not counting the care of existing trade?

How the West Sells Itself Apples

Newspaper copy is running in Western papers on "Diamond Brand" apples from the Hood River. The Apple Growers' Association, Hood River, Oregon, is the marketing organization behind the campaign. "Rosie Apple," a trade character, has been invented for use in this copy. Her head is formed from an apple, and she carries an apron full of the fruit. Rosie says that "an apple a day keeps the doctor away."

In connection with the campaign Oct. 19 was made "Apple Day." Throughout the West apples were served on that day by hotels, restaurants, on trains and elsewhere. Many thousands of boxes of the fruit were purchased by individuals or corporations and sent as gifts to hospitals, orphan asylums, etc.

An interesting feature of the campaign is the fact that these apples are sold in boxes, regardless of weight, by the number of apples in a box. This number is stenciled on the box at the time it is packed, and the original package is delivered to the consumer. A box contains from 7 to 10 dozen apples.

Automobile Salon to Be Advertised

Bromfield & Field, Inc., New York City, will again handle, this year, the advertising of the Automobile Salon, to be held in the Hotel Astor Ballroom, January 3rd to 8th.

Prudential Doesn't Believe in Futures

The Prudential Insurance Company of America will have a two-page advertisement in the *Saturday Evening Post*, issue of December 4. There will be no further national advertising by the company this year.

During this past summer 26 agencies submitted copy in competition with one another, and the forthcoming advertisement was among those submitted by the Frank Presbrey Company.

Relative to the company's advertising policy Harvey Thomas, supervisor of publications of the Prudential company, writes *PRINTERS' INK* as follows:

"We are under no contract with this or any other agency, however, and at all times our advertising door is open to every agency willing to agree with us in the view that the Prudential does not care to deal in advertising futures and that what it wants it is first going to see before it purchases."

War Declared on Fly-by-Night Retailers of Men's Wear

The Wholesale Men's Furnishings Association, which is composed of about 100 leading manufacturers and jobbers, has begun a fight to drive transient retailers out of the New York market. The association is proceeding under the New York fraudulent advertising law, and the law passed at the last session of the Legislature making it a misdemeanor to offer merchandise for sale under a trade-mark or trade-name falsely appropriated.

The support of the District Attorney's office has been gained and a special assistant has been assigned to conduct the cases. One dealer has already been held for trial on a charge of displaying a sign so worded as to imply that he was selling Manhattan Shirts, when he had none in stock.

M. P. Linn President of St. Louis Club

M. P. Linn, advertising manager of the St. Louis *Republic*, was elected president of the St. Louis Ad Club on October 28. Forty minutes after the result was announced an "ad club extra" of the *Republic* was being distributed by newsboys among the club members.

Other officers elected were J. F. Oberwinder, first vice-president; Edward Mead second vice-president; David R. Williams, third vice-president; Paul Hutchinson secretary, M. E. Holderness, treasurer.

Addition to Louis Gilman's Staff

Daniel Nicoll has joined the staff of Louis Gilman, special newspaper representative in New York. For ten years he has been with the New York *Evening Mail*, serving as manager of the circulation department and in other capacities.

2



Butterick in England

For forty years Butterick has had an establishment at 175 Regent Street, in the heart of London's most fashionable shopping district. More business is done here than of a similar kind in any store in the United Kingdom.

Butterick is so well known in Great Britain that English women regard it as a British institution.

The royalty and nobility of England are Butterick customers. We have in our possession letters from the Royal Household advising that the Prince of Wales as a child was dressed with Butterick as a guide.

In fact, we have received so many signed orders from English women of title that we call the volumes in which they are kept The Butterick Peerage of England.

Butterick Peera

Here are the names of a few of the titled English v

Lady Lawley, Hon. Secretary H. M. Queen Mary's Needlework Guild, Friary Court, St. James's Palace, S. W.

Laura, Lady Aindale, Stoner House, Petersfield.

Lady Astbury, Turville Court, Henley on Thames, The Duchess of St. Albans, 49 Cadogan Gardens, S. W.

Countess of Seaford, Cullen House, Cullen, Banffshire.

Lady Brickdale, The Dower House, Newland, Coleford, Glos.

Lady W. Brooke, Haughton, Shifnal, Shrops.

Lady Marcus Beresford, Bishopsgate, Englefield Green.

Hon. Mrs. Barnett, Uplands, Fordingbridge, Hants.

Lady Barrymore, Grand Hotel, Harrogate.

Lady Bell, Culross, Faygate, Horsham.

Lady Muriel Boyle, 86 Beulah Hill, Norwood, S. E.

Lady Barnsley, Earlsfield, Westfield Road, Edgbaston, Birmingham.

Lady Buchanan, Riseholme Grange, Lincoln.

Lady Constance Combe, Pierpoint, Farnham, Surrey.

Hon. Mrs. Currie, The Deanery, Battle, Sussex.

Lady Poe, Heywood Ballinakill, Queens County.

Hon. Mrs. Kenneth Campbell, 7 Cromwell Road, S. W. (Kinchurdy, Boat of Garten, N. B.).

The Mayoress of Congleton, Berry Bank, Congleton.

Lady Carey, La Maison Blanche, Guernsey.

Dowager Lady Clerk, The Barony House, Lams-wade, N. B.

Lady Sybil Codrington, Pormarton, Badminton.

Lady Curtiss-Bennett, Forest Bungalow, Liss, Hants.

Lady Cameron, 39 Hyde Park Gate, S. W.

Countess Brownlow, Belton House, Grantham.

Lady Cunynghame, Badgeworth Court, Cheltenham.

Lady Coke, Admiralty House, Queenstown, Ireland.

The Countess Dowager of Carnarvon, The Manor House, Teversal, Mansfield.

The Hon. Mrs. Dalgety, Lockerley Hall, Romsey, Hants.

Lady Dale, Park Close, Englefield Green, Surrey.

Lady Mary de Mauny, Sandel, Sandelheath, Salisbury.

Baroness de Wolf, Creelsea Place, Burnham on Crouch, Essex.

Hon.

Here

Lady

The H

Lady

Not

Lady

Lady

Irela

Lady

Havi

Lady

Derb

Counte

Zoue

Hon. M

Lady

Hon. M

The D

bury

Lady

Dowag

Lady H



Butterick

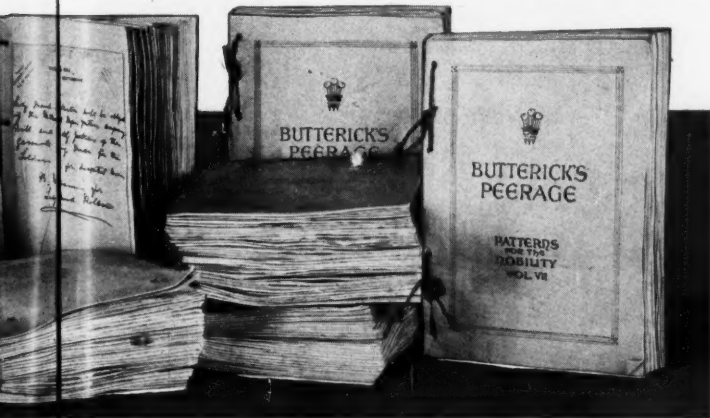


erage of England

English women who have bought Butterick Patterns

Hon. Mrs. Dalzell, Burton Court, Linton Ross, Herefordshire.
 Lady Elliott, Brookhill, Claremorris, Ireland.
 The Hon. Mrs. Fitzgerald, Wroxton, Banbury.
 Lady Gertrude Foljambe, Osberton, Worksop, Nottingham.
 Lady Fowler, Inverbroom, Garve, Ross Shire.
 Lady Firtle, Holme House, Lightcliffe, Yorks.
 Lady Fernyhill, Cahir Guillamore, Kilmallock, Ireland.
 Lady Countess Fawkes, The Elms, Bedhampton, Havant.
 Lady Charlotte Fitzwilliam, Holmeside, Hazelwood, Derby.
 Countess Ferrers, Staunton Harold, Ashby de la Zouch.
 Hon. Mrs. Ferguson, St. Leonards, Windsor.
 Lady Farrar, Chicheley Hall, Newport Pagnell.
 Lady Mary Fitz William, Wigganhorpe, York.
 Hon. Mrs. Freemantle, Wistow, Leicester.
 The Dowager Countess Nauville, Radnor, Holmbury, St. Mary, Dorset.
 Lady Grenfell, Wellesbourne House, Warwick.
 Dowager Countess Granville, Holmbury, Surrey.
 Lady Henschel, Aviemore, Scotland.

Countess of Harrowby, Sandon Hall, Stafford.
 Lady Hardinge, Broke's Lodge, Reigate, Surrey.
 (Lady Leven) The Countess of Leven and Melville, Kirkington Park, Oxford.
 Lady Loreburn, Kingsdown House, Deal.
 Lady Lawrence, Oaklands, Kenley, Surrey.
 Lady Lawrence, Waunifor, Maesycrugiau R. S. O., South Wales.
 Hon. Lady Mahon, Castlegar, Ahascragh, Ireland.
 Lady O'Neill, Shane's Castle, Antrim, Ireland.
 Lady Pat, Black Hill, Abbey Leix, Ireland.
 The Hon. Lady Parsons, Ray, Kirkwhelpington, Northumberland.
 Lady Rothschild, Tring Park, Tring, Herts.
 Lady Sandhurst, Walmer Castle, Kent.
 Lady Sheffield, Normanby Park, Doncaster.
 Lady Shuttleworth, Gawthorpe Hall, Barnley, Lancs.
 Lady Sarah Spencer, Hazelhatch, Gomshall, Surrey.
 Lady Sifton, Abbeystead, Lancaster.
 Lady Smith-Dorrien, Harnham Cliff, Salisbury.
 Lady Wimborne, Cranford Manor, Wimborne.
 Countess of Wharcliffe, Woodhill, Send, Woking, Surrey.
 Lady Primrose, 37 Valley Drive, Harrogate.



New York-Paris-London-Berlin-

The British edition of The Delineator (printed in New York), adapted for English readers and carrying English advertising, has a larger circulation in Great Britain than any comparable publication.

The leading drapers in the leading cities of England, Scotland, Ireland and Wales have Butterick departments. The Butterick warehouse, Nos. 83-84 Long Acre, London, supplies the principal merchants of England's colonial possessions.

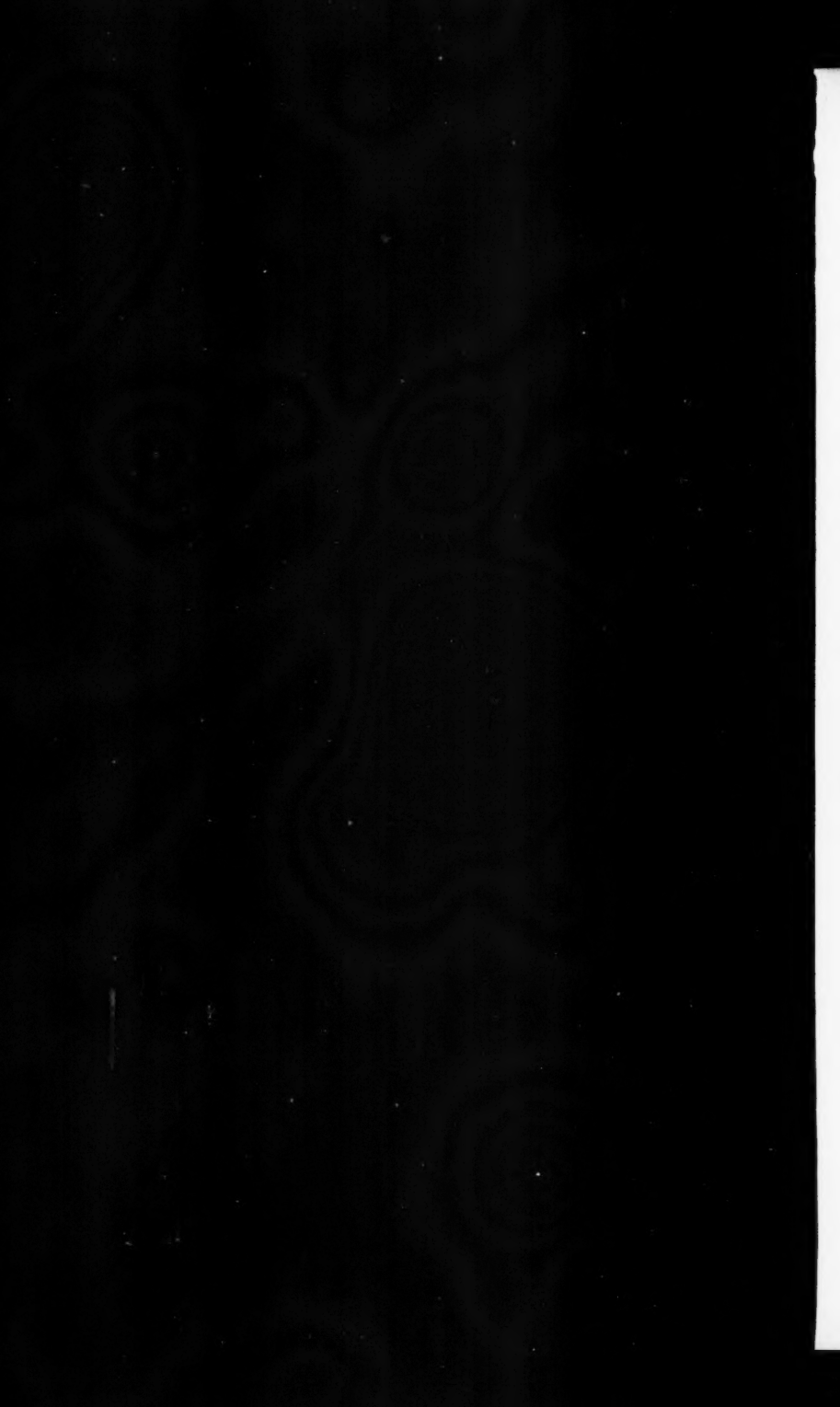
Butterick in England is regarded as English, but Butterick is not English; it is not French, nor German, nor Russian; although in these countries, as in every other civilized community of the world, Butterick is a household word. Butterick is American.

BUTTERICK PUBLISHING COMPANY

Butterick Building, New York



Regent Street, London



New Tendencies Seen in Fall Dealer Helps

Ninety-four Advertisers and Thirty-seven Leading Dealers Contribute to Review of This Season's Dealer Material

[EDITORIAL NOTE.—This is the first of several articles based on a wide inquiry by members of the editorial staff of **PRINTERS' INK**. As in the review last year the object of the inquiry is to show what is being done now, so that our readers can go ahead with plans for next year's material with assurance.]

WHILE the greatest strides have been made in the manner of distributing, rather than designing, this season's dealer helps, the close observer will notice several marked tendencies—straws which show how the wind is blowing—in comparing the new material with that sent out last fall.

One of these tendencies is the desire to give the dealer something that will actually help him sell goods, as well as tie his store up to the national advertising. There are numerous helps that demonstrate the product. The tendency to economize by giving more quality and less quantity, mentioned in last year's review, seems to be growing. Instead of sending the dealers a jumble of disconnected helps, most of the material seems to be based on a definite plan. Waste is being lessened by giving helps a utility value whenever possible.

Boiling down these symptoms, one might reasonably say that the dominant tendency this fall is to get closer to the dealer, and give him material that fits into his scheme of merchandising, rather than sending him something that may be considered "classy." The endeavor to get out cut-outs and trims that demonstrate the product is but one illustration of this tendency.

Those who attended the Chicago advertising convention and took in the lithography exhibit will remember any number of pieces designed to point out and emphasize some selling point of the actual product. One such piece was the underwear cut-out that called attention to the crotch

construction of the garment, an actual garment being held out to the passerby. A dealer is quick to see that cut-outs like this mean real money in his cash register. They get preferred position because their appeal is to his business sense rather than his artistic sense, which unfortunately is not always fully developed among our



DEALERS PREFER HELPS THAT SPLIT THE ADVERTISING "50-50"

dealers. As a cigar storekeeper expressed it, when asked about a tobacco display that showed the passerby how to roll his own cigarettes: "I don't care what time of the day you pass that window, you will always find someone reading up on how to roll cigar-

ettes. I won't deny that if many men were to do this, it might make a dent in the sale of cigarettes, but I certainly like that window trim."

UNIFORM PLAN FOR DEALER HELPS

But there was still another reason why the dealer liked that "Roll your own cigarette" window, a reason, by the way, which a good many advertisers who get up dealer material in a hit-or-miss way might well take to heart, and file away for next season's use. The entire window display, with store cards, shelf cards and all that goes with a properly rounded dealer store campaign, was made

in working out complete and uniform plans in dealer helps, just as the modern advertising agency co-ordinates the various types of mediums, linking them together by a predetermined plan. The present-day practice of submitting chance ideas seems to be largely responsible for the jumble of materials that some advertisers are still using. No dealer wants to turn his store into a crazy quilt, and cannot be expected to do so.

There are any number of distinctive features apparent that can be used to give such a campaign individuality. The tobacco window, for example, was made very striking at comparatively little



BEN-DAYING DEALER CUTS GIVES A TWO-COLOR EFFECT AND MAKES THEM MORE ACCEPTABLE

to conform to a definite plan. There was a uniformity to all the material that made it stand out, in contrast to the disjointed and multi-colored helps of other advertisers.

This lack of uniformity or plan in designing material cannot be laid entirely at the door of the advertiser. "It seems to me," said Harry Winsten, sales manager for Black Cat hosiery and a large user of dealer helps, to a representative of PRINTERS' INK, "that if lithographers would get up helps in campaigns and submit them to us, instead of one piece at a time, that it would be better for the lithographers and better for the advertisers." Other advertising men hold to a similar view. Perhaps some day more lithographers will see the possibilities

outlay. By using the flat treatment in two colors a strong, manly atmosphere was given the proposition. It was free from the frills and tinselly effect of so much cigarette advertising.

FLAT COLOR WORK POPULAR

In fact there seems to be a decided leaning to the flat treatment this season. The Eaton, Crane & Pike Company is furnishing a store card, by the Reeses, that illustrates some of the possibilities of this handling. Other advertisers are coming to the front with store material of this same type, and next season ought to see some very handsome flat color exhibits.

The offset process is more popular than ever, practically all the large advertisers using it for some purpose or other. The clothing

manufacturers find it particularly valuable on account of the fine textile effects it can be made to produce. A striking example is the new Clothcraft plan, which does away with the style-book. A separate folder is made for each garment in the various colors, the series being sent out in a special folder envelope for the dealers to mail to customers. Under this plan a dealer can concentrate his advertising on the garments he has in stock, thus in the long run the cost is very little more than under the old plan of using a style-book, yet the reproduction of the garment is almost perfect. A still further economy is effected by having letterheads for dealers printed up at the same time, each letterhead showing one garment.

"By using the offset process in this way," explained Charles H. Percy, of the Joseph & Feiss Company, maker of Clothcraft, "we come close to an actual demonstration of the product. By showing the garment in colors our dealers find the response is much greater, and, of course, it makes it possible for a dealer to send a man a selection of folders showing suits which he knows will appeal to him. For example, here is a retired business man; what's the sense of sending him a lot of styles for young men just out of school? Our plan saves this waste. Because of the saving of material, we are enabled to get out a good deal better stuff, in many cases putting actual swatches of the material in the folder, and yet it does not cost the dealer any more—in fact less."

OFFSET STREET-CAR CARDS

In fact, so popular is this offset process becoming that PRINTERS' INK is told by a Western lithographer that his firm is experimenting with a certain paper stock which advertisers can use for offset street-car cards and which will be strong enough to resist curling when used afterwards for distribution to dealers. The beauty about the offset process is the soft, non-glaze effects which can be obtained, at a considerable saving on long runs.

But for the great bulk of the cut-out and window display work straight lithography still holds its own, and advertisers are inclined to invest more and more in high-grade window trims. One notable trim going out this fall is that of the Winchester Repeating Arms Company. This trim stands three feet high, with side wings of an extension kind that can be adjusted to fit any window. The cut-out effect makes a striking appearance, without shutting out any light from the store. "In planning this trim," the company tells us, "we started out to get something that would embrace our entire line. Long experience in getting out dealer material taught us the need of getting up something that would fit every window, and that would have some central idea to insure its finding a place in the dealer's window."

"Supplementing this central idea, are a number of smaller cut-outs, one for every product in our line. These are so designed that they lend themselves to the general scheme of the trim, and most of them, we hope, will be kept in the dealer's window long after the central trim is removed."

This method of using a trim with extending wings seems to solve nicely that bothersome problem of making a display that will fit a window of any size, for it can be opened or closed on the principle of plaiting. The same idea was used by Swift & Company, earlier in the year, for their Easter trim. This was considered by several dealers the best the company had put out in several years.

\$25 FOR A WINDOW TRIM FURNISHED BY MANUFACTURER

At first thought it would seem very expensive advertising to furnish trims costing a dollar to a dollar and a half to a list of several thousand dealers. As a matter of fact, advertisers this fall seem to be working on the theory that the wisest policy is to give dealers more quality and less quantity. If the appropriation won't cover, many of them are concentrating on dealers who have

used material in the past and who will use it again, as the Sherwin-Williams Company is doing. When it is remembered that some advertisers are spending as high as \$10 and \$15 on trims, it becomes plain that cheap material is the most expensive in the long run. A good example of what some manufacturers think of the value of the dealer's store as an advertising medium is found in the fact that a manufacturer of a man's

dealer-help appropriation in window trims of this expensive variety. On the contrary inquiry shows that there is a growing faction advocating less expensive material which a dealer can use for a week and then throw away. To meet the requirements of this group a great many striking pasters for windows have been brought out, and considering the inexpensiveness of such advertising this form of dealer help

should become more popular. Black Cat hosiery, Holeproof hosiery, Pro-phy-lactic tooth brushes and a number of other products are being exploited largely by this method.

"These pasters are about all we are furnishing the dealers just now," writes Lewis E. Kingman, advertising manager of the Florence Manufacturing Company, "as it is an open question with us how much of this material is thrown away and how much is used."

BUTLER BROTHERS' SCHEME

Inquiry shows, however, that the matter of waste in dealer helps is largely a matter of keeping ahead of the times, and studying your dealers closely. It is a good deal like the man who insists that advertising doesn't pay because he tried it. It doesn't pay for

the man who misuses it, nor does it pay the man who doesn't understand the people to whom he is advertising. Quite often a little improvement will make all the difference in the world with the reception given dealer helps, and it is surprising the slight difference the improvement makes in its ultimate cost.

A case in point is Butler Broth-



THE HANDS IN THIS STORE-CARD ARE CUT OUT SO THAT THE ACTUAL GARMENT CAN BE HELD, THUS DEMONSTRATING AS WELL AS ADVERTISING THE UNDERWEAR

specialty is furnishing stores of the better class with window trims that cost it \$25 to produce. These trims are three-fold screens painted in oils by hand. Quite a contrast between material of this type and the flimsy, curling store cards of a few years ago.

It must not be inferred, however, that all the advertisers this fall are investing the bulk of their

Advertising for the Sinews of War

Just as the submarine, the high explosive and the Zeppelin have revolutionized the fighting of modern war, advertising has revolutionized the financing of it.

So advertising men will be interested in Isaac F. Marcosson's article, "England's Pocketbook," which describes the business side of the war and the part advertising has played.

It is the publication of articles like this that has put the quality and quantity into Collier's circulation.

893,500 is the press run for the Nov. 6th issue.

Collier's ^{5¢ a copy}
THE NATIONAL WEEKLY

A. C. Z. Hammesfahr.

Sales Manager of Advertising

Whether She Votes or Not

¶ The Woman-Who-Buys is fast becoming a keen student of values. Honest advertising has helped to create a desire for quality merchandise—the **best** at its price.

¶ The Woman-Who-Buys **wants** to know what she buys. If she has a favorable impression of your product before she buys, and if yours really **is** the best, tell her about it through the columns of The Sperry Magazine.

¶ No publication actually sells goods for you, but the right kind of "copy" in the right medium stimulates the buying impulse—helps the woman—helps the merchant—and promotes your sales.

¶ By unique, forceful and interest-compelling circulation plans, we are able to guarantee Half-a-Million a month, distributed over Forty States—direct to the Woman-Who-Buys for the home.

¶ Purposely, the rates are low. The December issue is a splendid number in which to start. Why not ask us to call Today? Our intimate "Tie-Up" with your customer—The Woman-Who-Buys—will surely interest you.

THE SPERRY MAGAZINE

Two West Forty-Fifth Street - New York

WILLIAM STARR BULLOCK, *Business Manager*

ers, the big Chicago wholesale house. This company uses, among other dealer helps, millions of paper bags which it furnishes dealers to wrap up small purchases in. Fearing that some of the dealers were not using these bags as they ought, the management decided to imprint the dealer's name and address on those it sent out this fall.

When the estimates were secured on the cost of imprinting 500 bags for each of its thousands of customers, the cost was pretty high. The advertising department got busy to find a less expensive way to do the imprinting. It was found, after some searching, that the office duplicating machines could be fitted with a special drum for this work, the dealers' names being set up on linotype slugs and slipped into the drum in the twinkling of an eye. So simple was the operation of the machine that the office-boys could do the work in their spare time, and now the company has three of these office machines turning out at the rate of 49,000 bags each per day! Thus by a little headwork, Butler Brothers were able to find a way to insure their bags being used at a very small extra cost per dealer. If it had been necessary to do the imprinting on regular presses, the cost would have been higher than the imprinting would warrant, but the office device made the plan

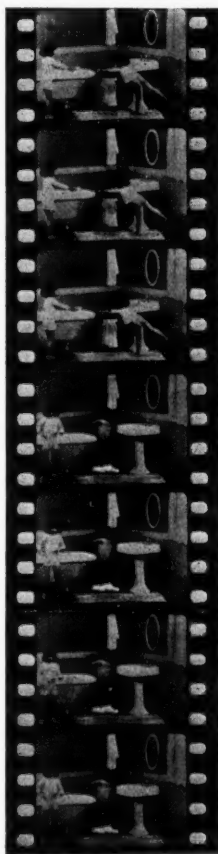
both feasible and profitable. The De Laval Separator Company uses this same idea for advertising matter sent to agents. The slugs are prepared and kept in card-index fashion, ready for use at a moment's notice.

It is the little touch of individuality here and there that makes the dealer help prized and used, and the advertisers, realizing this, are endeavoring to lift their helps above the commonplace. Many of them, seeing the situation through the dealer's eyes, have gone about designing their helps from the field up. Those that have, in most cases, have attempted to give the dealer something a little better, rather than something that "would do."

In most cases this "trade-up" tendency has resulted in a greater use and appreciation of the material. The H. Black Company, maker of Wooltex clothing, for instance, write PRINTERS' INK: "We have had a greatly increased demand for our motion-picture slides owing to greater emphasis being placed on the coloring and clearness of the slides."

This is significant. Last year we pointed out the need of more quality in slides. Dealers in the states where last year's inquiry was made, uni-

versally complained about careless coloring and careless packing of slides. Many manufacturers seem unable to realize



SWIFT & COMPANY BRING THEIR
TRADE-MARK TO LIFE WITH
MOVIE ADVERTISING
FOR DEALERS

that there is a vast difference between the slide they see when they look through it, and the same slide projected until its size increases many hundreds of times.

"MINUTE SCENARIOS" THE LATEST

But even with the best of coloring many dealers will not use slides at all because they can now get motion advertisements for the movies. "We have just conducted a little inquiry among our dealers," said the advertising manager of a big Western hosiery concern, "and were amazed at the great popularity of these small minute scenarios, and we intend to get out a series of them next season." Ed. V. Price & Co., the Chicago tailors, Swift & Company, and numerous other advertisers report that these stunt pictures have a great hold on the trade. There are now several companies that make a specialty of producing these miniature plays, and either furnishing them outright to the advertiser or releasing them direct to a theater circuit. Most of the plots for these playettes are simple and inexpensive to produce.

One Swift & Company scenario which made a big hit with dealers and which materially increased the sale of Brookfield sausage in the territory it was shown, simply showed a typical city home with a couple of healthy American youngsters tucked away under the covers in bed. An old colored mammy downstairs in the kitchen is busily at work preparing a breakfast of Brookfield sausages. Then the children come tripping downstairs in their nighties, and joy oozes out all over them when they see the breakfast of Brookfields. The advertising value is strengthened by showing a particularly appetizing way of eating the sausage. The public is likewise shown the right way of cooking pork sausage, in the earlier stages of the picture, which barely last a minute. Thus the dealer help is given a double edge—educational as well as selling value.

In addition to novelties in the movie line, advertisers have brought out the usual large crop of novelties in other lines. Sev-

eral new engraving effects have been used to enhance the value of dealer electrotypes. Some particularly striking effects have been obtained by F. E. Foster & Co., of Chicago, the shoe manufacturers, by reversing a line drawing on a half-tone screen, and then stripping the half-tone on the finished negative. This treatment throws the background into the distance and gives it a soft gray effect. The Ben Day process is very much in evidence, particularly in the Wooltex dealer cuts. It makes possible getting three- and four-color effects with one printing, and insures clearer printing qualities.

But space will not permit describing in detail all of the many new tendencies seen in this fall's material. The few mentioned here, however, will give the readers of PRINTERS' INK an idea of the trend of development in this important spoke in the advertising plan, and may help them in planning next season's materials.

Cotton Warehouses Bid for Business

The Memphis Terminal Corporation, which operates the largest cotton warehouses in the South, is using half pages in the newspapers, advising Southern cotton-growers to ship their cotton to Memphis, which is claimed to be the largest inland cotton market in the world. The Memphis Terminal Corporation's warehouses cover 170 acres, are concrete buildings and fireproof. The advertisements are filled with interesting facts about the market.

"Buck" Has the Punch Without the Kick

Following the closing of saloons in Chicago on Sunday, the National Beverage Company started an advertising campaign on "Buck," a non-intoxicating beverage. These phrases appear in the copy: "All the Cheer there is in Beer—You can't tell the difference." A case was delivered free to all cafes where liquors were sold, in order to enable them to supply the demand which the advertising would create on Sundays.

Indianapolis Miller Begins Advertising

Another advertiser to break into the Chicago field is the Geiger-Fishback Company, Indianapolis, manufacturer of Virginia Sweet Pancake Flour. The advertising is being placed by the Mahan Advertising Company, Chicago.

70% Increase!

**That is a pretty good indication of the
return of business confidence
and renewed activity**

When general advertisers see that the sun shines on four sides of everything, they become encouraged to reach out for more business.

Knowing, as they do, that the **NEW YORK AMERICAN** is one-fourth of the Advertising Sun in the New York territory, it is one of the first newspapers they use to get more business.

General advertisers have given more money by 70 per cent to the **NEW YORK AMERICAN** so far this Fall than they did in the same period of 1914.

They have shown a preference for the **NEW YORK AMERICAN** because they know its readers give immediate impetus to their business by buying their wares in great quantities.

Advertisers, through long association with the **NEW YORK AMERICAN**, have learned that its readers can be depended upon to give them good cheer and patronage when they are pessimistic, and that they sustain their optimism through a longer period than the readers of any other paper.

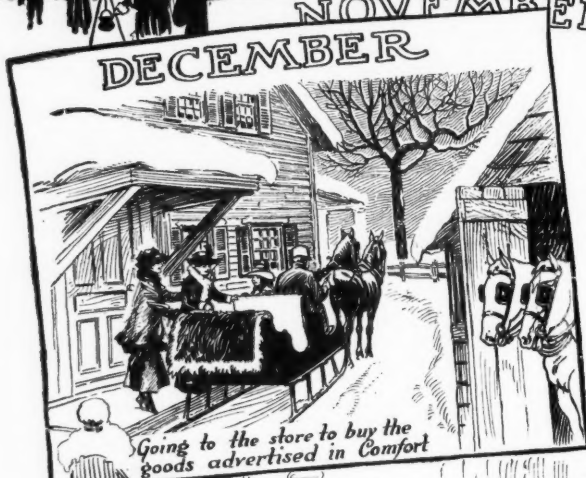
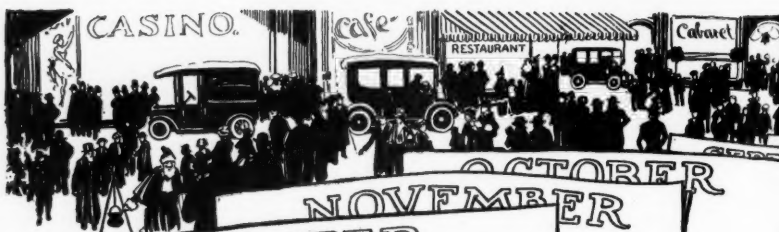
This attitude is directly traceable to the belief on the part of the readers of the **NEW YORK AMERICAN** that it is their duty to make its advertisers prosperous. They know they have the power to make successful any business advertised in the **NEW YORK AMERICAN**, and they exercise that power out of pure loyalty to the paper.

It is a fact, based on a 19-year experience, that **NEW YORK AMERICAN** readers are very responsive to advertising. Which is why advertisers find that their money invested in its advertising columns yields them a very big dividend.

New York American
THE AMERICAN PAPER FOR THE AMERICAN PEOPLE

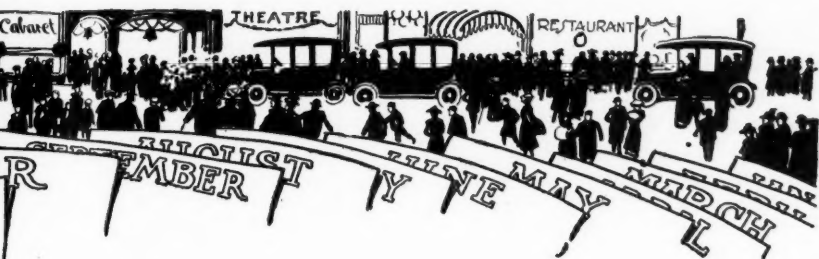
DAILY and SUNDAY

Member Audit Bureau of Circulations



"BUS
thro
I **N** the
with
fectly





BUSINESS AS USUAL" through December

IN the Christmas season the people you reach with a COMFORT advertisement live a perfectly normal work-a-day life.

"Business as Usual" is their Christmas motto.

75% of our subscribers say they celebrate Christmas ONE day only.

89% do not cripple themselves financially with Christmas buying—*not even temporarily*.

97% spend nothing at Christmas time except a moderate amount for presents (mostly useful) and the like. So they will have ready money to spend *for your goods*.

Practically ALL of our people say they have the usual amount of time in December for reading COMFORT—ALL of it—YOUR adv., if it is there.

These facts—and because of the unexampled rural prosperity—assure you good returns from a December insertion in COMFORT. Forms close November 10.

W. H. GANNETT, Pub., Inc.

AUGUSTA, MAINE

NEW YORK OFFICE: 1105 Flatiron Building
WALTER R. JENKINS, Jr., Representative

CHICAGO OFFICE: 1635 Marquette Building
FRANK H. THOMAS, Representative



The Miracle of Printing Papers

On the lustreless surface of CAMEO paper, half-tones acquire the deep, beautiful values of photogravures, type gains greater legibility and color work often surpasses the original painting.

A booklet on CAMEO looks too good to throw away.



CAMEO is a Warren Standard. Therefore its excellence and printing qualities are dependable and uniform.

Send for our de Luxe Portfolio of Warren's Standard Coated Printing Papers. It will give you many hints on how to get the utmost value out of your printed matter.

Warren's Coated Printing Papers

*Cameo-Dull Coated—Lustro-Fine Glossy
Cumberland-Glossy—Silkote-Semi-Dull
Printone-Imitation Coated*

S. D. Warren & Co. 163 Devonshire Street
Boston, Mass.

*Manufacturers of STANDARDS in Coated and Uncoated
Printing Papers*

If you find any difficulty in getting Warren Papers from your Printer
or Paper Dealer, we shall appreciate your kindness if
you will report the case to us in detail.

"Constant excellence of product — the highest type of competition."

Adapting the Prize Contest to Its Market

Some Requirements of the Successful Contest from the Point of View of Those Who Take Part

By Roy W. Johnson

AS indicated in a previous article, the prize contest is a form of sales promotion which must be completely thought out in advance. It cannot be withdrawn if it does not appear to be paying its way; the time-limit once announced cannot be lengthened or shortened; the rules cannot be modified to meet changing conditions or unforeseen circumstances. Therefore it is imperative that any proposed contest shall be most carefully analyzed in advance, and from every possible point of view. The preceding article dealt with such an analysis as related to all of the other factors in the merchandising policy, showing how the General Electric Company arranged the details of its Edison Day contest so as to work in harmony with the sales force, the dealer and the central station. Let us turn now to the analysis of the conditions which affect those who take part in the contest. For a successful contest must be as closely adapted to its market as to the sales methods of which it is a part.

One of the members of the Rice Leaders of the World Association, whose products are of a more or less technical nature, writes as follows concerning the results of the "idea letter" competition: "I wish you could see some of the letters that were received. We received some 400 answers, in many cases from illiterate people who really had no business to compete at all. Most people thought they had to write some kind of an advertisement or a foolish rhyme or draw a funny picture. Many of them tried to spring a jest or joke around the name of the product. Of the 400 odd letters there might be two or three usable ideas in the whole lot that amount to anything at all,

whereas a great many of the letters had to be awarded prizes because the prizes had been *offered*, not because they had been *earned*."

On the other hand, several members of the same association are highly enthusiastic over the results obtained from that particular competition. Why the great difference of opinion? The answer to that question leads straight to a very important conclusion, and points out a fundamental condition upon which the ultimate success of any prize contest depends.

Note, first of all, that the concern quoted above was obliged to ask the general public to express ideas about a semi-technical line of products which are not commonly understood. On the other hand, the concerns which are enthusiastic over the contest idea are manufacturers of common, everyday articles which nearly everybody knows how to use. The public *can* express ideas about such things, because it understands them. The returns in these cases are *definite*, because the contestants know what they are writing about. Furthermore, they are *practical* and can be used.

GETTING A DEFINITE ANSWER

The requirements of the successful contest, then, are *definite* and *practical*. Contestants should be asked to do something which they understand exactly how to do, and it should be something which can be turned to some practical use. The Bon Ami Company, for example, can afford to offer prizes for lists of new uses for its products, because every housewife understands the use of cleaning compounds, and the request carries a definite meaning to her mind. Furthermore, the company can make practical use of the returns in several different

ways, and the housewife who starts the compilation of a list is led to experiment with the product. Richard S. Childs, of the Bon Ami Company, described the results of that particular contest in **PRINTERS' INK** for September 2. The big question which the company wanted answered was whether or not it was competing with itself in putting out its product both in cake and powder form. The contest answered it, because 25,000 women were reached with a definite and practical request for information.

Indefiniteness has ruined many a contest which has seemed almost certain to succeed. For example, C. Ridderhof, of the Society for Electrical Development, writes to **PRINTERS' INK**: "This society conducted a number of contests before my time. In one of these about \$500 in prizes were offered for stories on electricity, and those who were on the staff of the society when it was held branded it a miserable failure." It is asking a good deal of the ordinary man to produce a "story on electricity" which can be of any practical utility, and it is extremely difficult to lay down conditions which will tell him exactly what is wanted.

Contrast that for a moment with the contest the Eastman Kodak Company is running, for the purpose of securing photographs illustrative of its advertising slogans. The company tells definitely and specifically what it wants:

"For the best photograph illustrating any one of the five following slogans we will pay \$300.00:

"For the second best photograph illustrating any one of the five following slogans we will pay \$200.00:

THE FIVE SLOGANS

Class No. 1. *Take a Kodak with you.*
Class No. 2. *All out-doors invites your Kodak.*

Class No. 3. *There are no game laws for those who hunt with a Kodak.*

Class No. 4. *Let the children Kodak.*
Class No. 5. *Write it on the film—at the time.*

(For Autographic Kodak Adv.)

A NEW SLOGAN

Class No. 6. *For the best new slogan, together with a picture illustrating same, we will pay \$500.00.*

"The first five classes in 1915 Kodak advertising competition suggest definite lines along which the illustrative work is to be done. The sixth class gives opportunity for you to exercise *both* your illustrative genius and your advertising ability.

"The successful pictures are always the bold ones that bring out forcefully the Kodak advantages or are convincingly suggestive of the delights of picture-making by the Kodak system. *Pictures that are merely good landscapes or views or portraits are not wanted.* Pictures that denote action with the Kodak are the ones that will capture the prizes."

The conditions of the contest are quite as specific, and the company repeatedly states that merely pretty or artistic pictures are not wanted. To enforce its point, it even goes so far as to reproduce samples of the kind of photographs which will be considered, and the kind which are not desired. The company is asking for something which can reasonably be expected, and it is making clear exactly what that something is.

ALL MUST HAVE A FAIR SHOW

Now, having fixed upon requirements which are both definite and practical, it is necessary to stand off and look at them from the contestant's point of view. Is the contest a fair one, in that each contestant has an equal opportunity to win? More than that, will prospective contestants *think* it is fair? For example, a contest among a company's salesmen which did not provide for differences in the ability of the men and variations in the productivity of the territories would hardly be likely to score a brilliant success.

One concern reports a pronounced failure in a salesman's contest which was based upon the total number of new dealers secured for the goods. This company was selling direct through approximately 8,000 dealers, and the prizes were offered to the salesman who should secure the greatest number of new outlets,

through dealers who had not previously handled the line. Naturally the salesman in metropolitan territory had a better chance than the man who visited the small towns, and the man who neglected his regular trade to go gunning after new outlets won the prize, while the conscientious worker who looked out for the best interests of his trade lost out. It simply wasn't fair.

Most of the difference of opinion as to the value of window-display contests for dealers—and opinion does split very sharply on this subject—seems to arise over the question of fairness. The dealer who has only a small window is likely to feel that he does not stand an equal chance of winning as against the man with the large window. In some lines that handicap seems to be regarded as insurmountable, while in others it does not appear to give any trouble. Then too, window-displays must generally be judged by photographs, and a window covered with plate-glass is one of the most difficult photographic subjects in the world. It is next to impossible to secure judges who will not pay attention to the merits of the photograph, and the clearest picture is likely to secure preference over the poor picture. Furthermore, colors cannot be reproduced, and the dealer who has spent hours working up an harmonious color-scheme may have his labor for his pains. The Eastman Kodak Company is one concern which has definitely abandoned window-display contests for the above reasons.

It appears that the window-display contest for dealers is about the most popular form of contest; at any rate it is the one which is most frequently mentioned by the manufacturers reached by this investigation. Certain things must be taken into consideration, however, which do not always appear on the surface.

In the first place, it is to be borne in mind that the dealer is asked to go to a good deal of trouble. Some concerns attempt to lighten this effort by supplying

standard sets of window-display material, and offering the prizes for the most satisfactory arrangements of the sets, together with any additional material the dealer may wish to include. But even under these circumstances the dealer is certain to feel that he has done a lot of work for the manufacturer, and if he does not win one of the prizes he may be disgruntled. He is pretty certain to compare his own display with the photographs of the winning displays, and being human, he is not always likely to agree with the conclusions of the judges. That feeling, however, may be largely offset if the display has resulted in a number of actual sales, so that the dealer concludes that it was "worth the trouble anyway."

CONTESTS HAVE A LASTING INFLUENCE

F. P. Seymour, of the L. E. Waterman Company, writes:

"Window-display contests are principally useful in convincing retailers of the value of displays of one article or one selling argument in any display. There is considerable tendency to the displaying of such a large amount of varied merchandise in windows, that the force of the display is lost. Competing for prizes for exclusive window displays of any given line we know to have convinced many retailers of the advantage of displaying one line forcibly at one time. The general result is that similar displays are frequently continued regularly after the prize contest has expired, whether one of the prizes is landed or not. It is, therefore, we believe, generally a successful method of convincing retailers and enthusing their clerks through the medium of the prizes offered."

Of course that means that the display must actually sell the goods, and sell enough of them to show the dealer that his extra effort has been well worth while. If he has made a substantial profit from the enterprise, his feeling that he really should have had one of the prizes is not likely to cut so much figure. Any sense of unfairness he may have can best be

assuaged by the tinkle of the cash register.

Some concerns have tried window-display contests as a means of stimulating trade in the dull season, and have not met with success because (1) few dealers were willing to compete at a time when sales on the specialty were slow, (2) those who did compete failed to make enough actual sales to offset their efforts if they did not win a prize, and (3) the company's sales force failed to develop any great enthusiasm, and did not co-operate as they would have done in the active season.

One manufacturer reports a difficulty which may or may not be important in other lines of trade. I cite it here simply because it is well to bear it in mind when a window contest is proposed. This manufacturer says: "If you should ask a number of prominent people to judge the results of a window contest, and they ignore the efforts of your best customers while awarding the prizes to unfriendly customers, you can imagine what a mess the whole thing amounts to. No amount of explanation on the part of your sales organization will straighten it out, and you may be sending a lot of good business from your books to those of your competitors."

THE CHANCES OF WINNING ARE IMPORTANT

Now the ultimate value of any contest—whether for consumer, dealer or immediate employee—depends very largely upon two things: the number of individuals who may be induced to enter the contest, and the degree of energy and enthusiasm with which they work. Both of those things depend upon the chances of winning, as they appear to the prospective contestant, as compared with the amount of work he is expected to do. The average man or woman knows perfectly well that there is an ulterior motive behind any offer of prizes, and that the success of the plan depends upon the entrance of a considerable number of people who do not win at all. Therefore it is perfectly obvious that somebody—

and a good many of him—must lose. So the individual is likely to calculate pretty closely his chances of being among the losers, and to weigh those chances against the amount of effort which is necessary in order to compete at all.

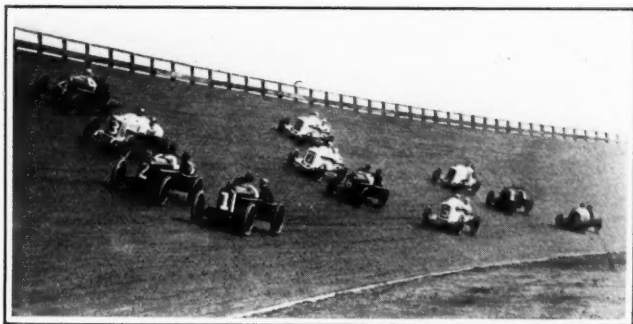
Everybody is more or less familiar with the rebus or puzzle contests which were much in vogue a few years ago, and are still used to some extent by houses catering to the bargain-hunting class of trade. These contests have long been a favorite device of certain dealers in pianos, and are used chiefly as a means of obtaining new prospects. The puzzle or rebus is deliberately made so easy that a child can solve it in a few minutes, and practically no effort is necessary in order to obtain the correct answer. There are usually one or two—maybe more—capital prizes which are awarded to those who send in the "neatest" answers, while to everyone who answers at all a due-bill or certificate is sent which purports to be a reduction in the price of any piano in the store. Everybody gets a prize, and nobody has to work very hard for it; that is the secret of the pulling power which has often attended such contests.

Generally speaking, the greater the number of prizes, the larger the number of contestants, and the harder they will work. Given an appropriation of \$5,000 for the purpose, it is better to offer a first prize of \$1,000, a second of \$500, a third of \$250, and to split the rest up into a large number of smaller awards, than it is to distribute the last \$250 among only three or four contestants. The General Electric Company appreciated this in its Edison Day contest, in which there were no less than 2,000 awards. A pocket flashlight is not a tremendously valuable prize to win, but the youngster who says to himself, "I can get one of those anyway," will work harder than if he knew it was five dollars or nothing—with the accent on the last word.

It is not always necessary to have a long list of prizes, how-

(Continued on page 53)

trouble. Some concerns attempt much figure. Any sense of un-
to lighten this effort by supplying fairness he may have can best be



Leslie's has made the largest *increase* in automobile advertising made by any general periodical this year.

By "automobile advertising" we mean everything that has to do with automobiles—pleasure cars, trucks, tires, starting and lighting systems, speedometers, horns, oils, and miscellaneous.

Naturally, the growing recognition among advertising men of the better-than-average purchasing power of Leslie's 410,000 subscribers shows in other lines as well.

Our 9-months' gain in automobile advertising is 31,087 lines; our gain in all advertising is 57,261 lines.

—which is the largest increase made by any periodical which also gained last year.

LUTHER D. FERNALD, ADVERTISING MANAGER

Leslie's
Illustrated Weekly Newspaper

Boston New York Chicago

Keeping Pace With Progress

EVERY trade has its technical journal, every important human activity is represented by its own official organ.

No one man has time to read all of these hundreds of journals, and yet were he able to, he would undoubtedly find in each something of interest, if not of vital importance to him in his own business.

The SCIENTIFIC AMERICAN knows no trade limitations, but gathers its material from all walks of life, comprising in a single journal all the improvements of general interest.

Whenever a notable advance is made in any field of science, engineering or technology, a record of it is made in the SCIENTIFIC AMERICAN.

It is a perpetual encyclopedia of the world's progress.

No bound volumes can keep pace with the progress of the world. But as fast as our inventors, our engineers and our business men

make history the facts are recorded in the pages of the SCIENTIFIC AMERICAN.

Its issues penetrate to the most remote regions of the globe and from every part of the world come letters to the Editor containing information which is sifted, digested and put into interesting form for the readers of the SCIENTIFIC AMERICAN.

The growing need for SCIENTIFIC AMERICAN is evidenced by its increasing circulation—its usefulness by the fact that today, in many industrial establishments, after passing through the hands of the executive, each issue is routed among the heads of departments.

Because of this important service rendered only by the SCIENTIFIC AMERICAN to its readers, advertisers have learned that the BEST way to reach the SCIENTIFIC AMERICAN reader is through the SCIENTIFIC AMERICAN.

MUNN & CO., INC.

Use Our Organization For Your Profit

The reason that so many of the big mail order houses, edition printers and the larger national advertisers buy their paper through us is simple. We save them money. We can save you money, too.

We have built up a nation-wide organization of men who know the paper business from the bottom up. These men must know how to save our customers money. To hold their positions they must be able to show you how to save money.

Back of this organization is our great buying power. We are exclusive agents for some of the biggest plants in the world. We dispose of the entire output of several big mills. Are you capitalizing this buying power?

It makes no difference to us where you may be located. Ours is a national service. To turn it to your profit, start by getting our suggestions, dummies and prices on your next booklet or catalog. You are in no way obligated.

BERMINGHAM & SEAMAN CO.

*Radium Folding Enamel—Crystal Enamel—
Samson Offset — Elite Enamel — Opacity—
"101" Bond and many other popular brands*

Tribune Building, Chicago

St. Louis

Minneapolis

New York City

Milwaukee

Detroit

ever, if some other means is at hand whereby contestants may be rewarded for good work. The Eastman Kodak Company, for example, in the contest outlined earlier in this article, does not offer a long list of awards. It does however state that the company will undoubtedly desire to purchase some of the pictures which are entered, but which do not win prizes, and in that case individual arrangements will be made. So the contestant does not feel that his effort will necessarily go to waste if he does not happen to win one of the eleven prizes. Much the same thing is true of contests for salesmen; the individual knows that although he may not win one of the prizes, he will get the commissions for his extra work just the same.

And over and above all, it is necessary to bear in mind that the contest is run for the purpose of *increasing the concern's good will*. If a contest is going to result in making half-a-dozen people inordinately happy, and at the same time raising the sense of injury in the minds of half-a-thousand, it is better to let it alone entirely. Nearly every manufacturer who has tried contests with poor success attributes his failure to that very thing. "When the contestants are customers of the concern conducting the contest," thus runs one manufacturer's comment, "the hard feelings of those who failed are likely to have a decidedly greater unfavorable effect than the satisfaction of those who win the prizes; and the worst of it is that this hard feeling very frequently extends to a number of prize winners, because so many of them think they should have had larger prizes than were awarded them." It is obvious that, on this point, each individual must be his own judge.

I. C. S. Appoints Advertising Manager

G. Lynn Sumner has been appointed advertising manager of the International Correspondence Schools, succeeding J. H. Foster, who has resigned. Mr. Sumner, for the past five years, has been doing special publicity work for the schools.

Six-Point League's Directory of Advertisers and Agents

The Six-Point League has recently issued a revised edition of its Advertisers' and Advertising Agents' Directory for the Eastern territory. The numerous changes which have occurred during the past season have made it necessary to get out a new edition.

This new issue contains a list of all the advertisers in the Eastern territory, giving the address and advertising manager of each concern, as well as the agency placing the business. It also contains a list of all the advertising agencies in the territory, giving the space buyers of each agency and the soliciting staff.

The prescription and blind medical advertisements are another feature. An alphabetical list is given of every blind advertisement appearing in newspapers, alongside of which is quoted the name of the concern advertising the preparation, as well as the agency placing the advertising.

The directory was published for the members of The Six-Point League, but it may be purchased by outsiders from the secretary, Louis Gilman, World Building, New York City.

Fred M. Randall Starts Agency in Detroit

Fred M. Randall, formerly with the Taylor Critchfield-Clague Company, has organized a general advertising agency in Detroit under the name of the Fred M. Randall Company. Among the accounts of the new concern are those of the North American Construction Company (Aladdin Ready-Cut Houses), World's Star Knitting Company (World's Star Hosiery and Klean Knit Underwear) and the Fulton Manufacturing Company (baby carriages).

Mr. Randall has been connected in the past with Lord & Thomas, the Charles H. Fuller Company and the H. K. McCann Company.

Farm Papers for Wire Fence Advertiser

The Peerless Wire Fence Company, of Adrian, Mich., has announced that it will begin a big campaign about January 1 in behalf of its line of fencing and gates. Twenty-three farm papers will be used, it is stated, and an effort will be made to cover the entire country. "From your own experience," says the company, in announcing the campaign to the trade, "you know that an advertised line is easier to sell, moves faster and pays a better margin of profit."

Foreign Representation for Lafayette "Courier"

Alcorn Henkel, New York and Chicago, has been appointed to represent the Lafayette, Ind., *Courier* in the foreign field.

A Campaign on Trade-marked Aprons

The Growing Prejudice Against Home Sewing Helped Expand the Market, but Advertising Has Done Its Share—Manufacturer Has No Road Men, Yet Has Dealer Distribution

WHEN W. H. Dean started in the apron business in 1898 with a total capital of \$200, he little thought that his gross sales would reach \$250,000 within a comparatively few years. To-day the W. H. Dean Company, of New York, has a business that

Aprons known the world over for style and good service

Have you had difficulty in finding dependable "ready-to-wear" aprons? Most women have, until they have learned of

Dean Lock-Stitched Aprons

known the world over for style and good service. Thousands of housewives have learned the merits and for their needs. The Aprons shown here are typical of the attractiveness of Dean Aprons. The Dean Apron Company makes such enormous quantities of aprons and selling but aprons that very few will think for but little more than you would have to pay for the material alone.

Dean Aprons are sold by dealers everywhere. Look for the Trade Mark in every apron you buy. It marks the expert workmanship, the best quality of material chosen, and cheerful, sanitary, long-lasting conditions. If your dealer hasn't yet secured his stock, we will supply you direct, at the prices quoted below and in our style book.



COPY THAT INVITES MAIL-ORDER IF NO DEALER IS CONVENIENT

probably will go above the quarter-million mark in 1915.

At the time Mr. Dean began business there was a prejudice against ready-made aprons in the retail trade. Merchants preferred to sell gingham and other material by the yard, to be made into aprons by the purchasers. They favored the piece goods because a larger profit could be made on them than on the ready-made aprons.

An increased interest in style, coupled with the tendency toward ready-made garments of all kinds, has brought about a change in that condition. Of course, advertising has played its part in the Dean company's success. Mr. Dean has been advertising his aprons about five years.

The first advertising was done on post-cards. Later New York City newspapers were used, and finally the copy was placed in women's magazines. Now the company is getting good results from export papers which have been added to the list of mediums.

The Dean aprons carry labels bearing the signature of the manufacturer. A sort of slogan, "Dean Lock-Stitched Aprons, the Better Kind," is used in the advertising. The company makes aprons for department stores without its label, however.

The current campaign which ran through September and October and will continue during November, is the largest the company has ever planned. An appropriation of \$10,000 was set aside for it. Women's magazines and publications reaching school teachers are being used. The copy going to the teachers features a special line of school aprons.

The manufacturer attributes the success of the ready-made apron to the popular prices, style, and quality of material. The prices on the goods run from 25 cents to 75 cents on the regular lines.

The company employs no salesmen. Business is done by mail and through sales in the New York offices. Style books are sent out to persons who answer the advertising, and if no dealer in the inquirer's vicinity sells Dean aprons the goods are mailed direct on receipt of the advertised price.

Canadian Advertiser's Elaborate Campaign

It is announced that the Fruit-atives Company, of Ottawa, Ont., will this year spend \$50,000 in advertising in the United States and \$80,000 in Canada. The Fruit-atives Company is said to be the largest general advertiser in Canada, having spent nearly \$900,000 in various forms of advertising during the last ten years.

Be introduced by a friend of the family

The PUBLIC LEDGER in Philadelphia is found at the breakfast table of 65,000 families of the middle and better classes.

"Better classes" doesn't mean simply rich families, or "old" families. There is nothing decadent in the PUBLIC LEDGER circulation. It appeals to and is taken by the **virile element** in Philadelphia life. These are people who not only buy goods, but, by the force of their example, stimulate purchases "all down the line."

20c an agate line is little enough to pay for circulation of this character; but when it is combined with the EVENING LEDGER'S 100,000 circulation, at 25c an agate line for the combination, it affords a value that cannot reasonably be overlooked by any advertiser or his agent.

Public Ledger — Evening Ledger

INDEPENDENCE SQUARE
PHILADELPHIA



The "Tryout" State: Where to Test Your Plans

The advertising world is now pretty generally committed to the belief that national advertising should begin sectionally, and gradually spread out as it justifies itself and as arrangements can be made to secure sales cooperation in new territory.

Nebraska constitutes an ideal "tryout" territory for the beginning of such a campaign.

First: Nebraska's prosperity is founded on diversified agriculture, admittedly the most stable form of community wealth in the world.

Second: Among the five leading states in total value of farm products for 1914, Nebraska leads in production per farm.

Third: A less amount of money will be required to "put over" a real campaign in Nebraska than would be required to reach 2,000,000 similarly prosperous people anywhere else in America.

Fourth: Distribution of merchandise is simplified here. A few strategic distributing centers dominate the field, and these are supplemented by ideal retail centers.

Fifth: Out here, west of the Missouri, we are not over-advertised and over-solicited.

Important Note: Ambitious sales-managers, with dreams of national appropriations, will do well to investigate Nebraska as an experimental field to demonstrate what they can do.

Your advertising will make good in Nebraska

This Advertisement is published under the auspices of the Nebraska Publishers' Bureau, composed of the following leading periodicals of the state:

Twentieth Century Farmer
The Nebraska Farmer
Nebraska Farm Journal
Deutsche Omaha Tribune
The Hospodar (Omaha)

Omaha Bee
Omaha World-Herald
Nebraska State Journal
Lincoln Daily Star
Norfolk Daily News

Fremont Tribune
Beatrice Express
Hastings Tribune
Nebraska City News
Nebraska City Press

Putting the "Quality Feeling" into Advertising

The Elusive "Something" Which Makes Advertising Sell the Company as Well as the Goods

By C. C. Casey

SOME months ago the problem of putting a feeling of a \$10,000,000 stability—a "quality feeling"—into the advertising copy of a national advertiser I was then connected with was put up to me.

When the problem first came up it surprised all of us who had had anything to do with our advertising copy—we *thought* the advertising *did* have quality.

In fact, to all the men in our organization, apparently, "quality" in advertising meant only "dignified sales punch." Of course, we tried to give all our ads a clean-cut display, and a handsome face of type. We also tried to write business-like copy—no cheap jokes—and the *illustrations* had to be good and to have meaning.

Yet we were told to put also a "quality feeling" into these ads!

"Quality Feeling"—our "advertising dictionary" didn't list it. It wasn't in the advertising language, as a word, or a phrase, and had no meaning to us aside from the plain word "quality."

Yet the big boss had suddenly acquired an uncanny liking for the phrase, and we just had to listen with respect. Neither could we postpone our answers to his troublesome questions—even long enough to see if his family physician wouldn't "pull him out of it." He wanted us to put quality feeling into his advertising.

And he didn't seem to want to wait.

THIS MAN UNDERSTOOD THE MEANING OF "QUALITY FEELING"

One of the big men in a well-known Detroit organization had unconsciously handed us the problem when he told our big boss of the difficulty they had been having in trying to get a new grip on the quality feeling which a former advertising manager had put into

their copy, but which had apparently gone away with that advertising man when he was thoughtlessly let loose.

He had been putting a "something" into all their advertising, which not only gave the *product* merit and quality, but gave to the *company* a dignity and a somethingness which meant prestige and power *behind the goods*.



THIS ADVERTISEMENT COMMANDS RESPECT AND PRESTIGE FOR STEINWAY

This feeling seemed to entirely disappear with the man who had created it, and in its place in the new copy there was only an "empty feeling."

All the copy men and illustrators to whom the new manager had put up the problem looked wise and said, "Sure! We can do it!" and then proceeded to fall down.

The Detroit company had found it a very elusive hard-to-get-hold-

of thing. It was *gone*, and after searching for it for more than two years, they had to give up the search, and thus humbled they sought out the man who took it away with him. And he brought it back with him.

Every man knows there is "atmosphere" all around us, but few can define it and still less can "get hold of it."

harder-to-get-hold-of *feeling* in advertising copy or illustrations.

It is the difference in the feeling which a copy-man or artist just naturally puts into two advertisements, one to appear over the name of "Bill Smith, dealer in old iron, Podunk Station," and the other over the foundation line of the "United States Steel Corporation."

The advertisement you would write for Smith could hardly have the same substantial see-who-is-behind-the-goods feeling that you naturally and unconsciously would put into the Steel Corporation ad.

The problem is to put the confidence inspired by the millions of money and international prestige of the Steel Corporation behind Smith's copy, without having to tie him up to the Steel Corporation.

After struggling with the problem for as many days as we dared, we called in some outside advertising specialists. After taking up several days more time, we found several who "admitted" having caught the idea and promised to actually give us some copy and layouts that would fairly exude quality.

They all seemed to think it was "easy," and that they understood what we wanted.

I learned afterward, however, that not a man in the bunch had any definite idea of what we meant by a "quality feeling." They thought they could

give us something that would satisfy us, but they had never seen such an "animal" as a "quality feeling," and all of our talk had been practically lost on them.

(Continued on page 61)

The woman's watch of today—and tomorrow

More beautiful on the arm than any bracelet, more convenient for woman's use than any other watch, the wristlet time-keeper has come to stay.

But make sure that the one you choose is a real time-keeper as well as a beautiful piece of jewelry. Look first for a standardized name on the watch itself.

GRUEN
Wristlet Watches

are made with all the skill in small watch-making for which the name Gruen has become famous. The reputation for precision time-keeping won by the Gruen Wristlet Watch is now guaranteed in our time-keeping conditions in Gruen Wristlet Watches.

See W. 2—famous \$15 model. Case with bracelet, 14K gold, Gruen Precision works, Boston. Gruen Adjusted watch, \$16.

See W. 11 and W. 12—Special \$25 model. Case with bracelet, 14K gold, Gruen Adjusted watch. Same. Gruen Precision works, Bk. Mass. and steel bracelet and 11 jewel Gruen Adjusted watch, \$25.

Other models \$15 to \$25. Write for beautiful folder of names. Watch is well set up where you can obtain a Gruen Wristlet Watch, so not every dealer can sell you one.

The Gruen Watch Mfg. Co.
"Makers of the famous Gruen Watches since 1878"

Canadian Branch, C. F. B. Bk., Toronto.	11 Franklin Square, Cambridge, U. S. A.	American Factory, Cambridge, U. S. A.
	European Factory, Haut-Rhin, Switzerland.	

Duplicate parts to be had through Gruen dealers everywhere, answering prompt repairs on day of accident.

THE ARTISTIC LAYOUT MAKES THESE WATCHES
LOOK HIGH PRICED AND THE ADVERTISEMENT
AS A WHOLE PLACES THE MANUFACTURER
ON A HIGH LEVEL.

Just as atmosphere is an intangible, though very important, "something" in the air around us, so also is this particular atmosphere of quality a very intangible, very elusive, hard-to-define and



Adopted!

By the Simmons-Boardman Family

Because of the growth in the application of electricity to steam railway practice and inability to do justice to many phases of the subject within the covers of the *Railway Age Gazette*, the Simmons-Boardman Publishing Company has bought the

Railway Electrical Engineer

Mr. Edward Wray, President of the Wray Publishing Company, Chicago, the former owner of the paper, has been made its business manager, with headquarters in New York.

The *Railway Electrical Engineer* is a member of the A. B. C. and has a circulation of less than 1,200 copies a month. However, its audience is worth while to manufacturers of electrical apparatus and supplies for high speed and heavy duty railway service who

must reach the men in direct charge of electrical work.

But with the resources of the Simmons-Boardman Publishing Company back of it, the *Railway Electrical Engineer* will expand, both in scope and circulation. As it is the only publication of its kind in the world, the problems of the advertiser who should use its pages are reduced to just one—signing an order. May we quote you rates? Our copy service department will submit a plan and prepare the copy.

SIMMONS-BOARDMAN PUBLISHING CO.

New York

Chicago

Cleveland

Members A. B. C.





"The Ethridge Automobile News" —Something New Under the Sun

THE first issue of a novel and entertaining little automobile newspaper, to exploit The Ethridge facilities for producing strongly original and efficient automobile advertising illustrations, is released Tuesday, of the current week.

It makes no pretense as to form and furbelow—it's not all dolled up in three colors and gold—it has no severely serious sermons to preach.

But you'll find it cheerful, optimistic—yes, and instructive, too. There are little intimate stories of big men of the automobile game; there are rollicking burlesques of current automobile advertising . . . to put it briefly, this Ethridge newspaperette is edited in the same spirit that made our Chicago Convention News universally popular.

SEND FOR A COPY—THERE'S AN ITEM IN IT FOR YOU.

Ethridge Association of Artists

New York Studios at 25 East 26th Street
Chicago Studios at 220 South State Street

In fact, they lacked so much of knowing what we wanted that they got a mile away from the point; got lost in the wilderness of "sales punch," and "ginger-bread art."

The first suggestion presented to us floundered around "selling punch," without approaching the "quality feeling" at all. The next suggestion came as a hurry-up effort to catch editions, and was a hopeless muddle of "art."

With the aid of our own artist we patched up one of the layouts, cut out the superfluous design, simplified it all we could, and ordered it through. We had been obliged to slide back almost to the original level of our former efforts, to keep from missing editions.

Then we started all over. A couple of magazine pages were worked out which *approached* the feeling we were after, though the feeling itself depended largely on the treatment to be given by the *artist* in finally working out the layouts. So much did the final result depend on the artist, that most of the fruit of our work was butchered, and we succeeded in getting only one little step forward. The artist we used turned out to be "color blind" to "quality feelings."

Do all we could—argue, command, discuss, revise—we couldn't seem to get a "feeling" which the artists could hold onto.

The advertising language is so limited we could find no words which meant to artists what we were trying to get. They kept *confusing* the "quality feeling" with sledge-hammer sales punch, or with ginger-bread "art." We were having about the same chase which the Detroit advertiser had made and given up.

We weren't willing to *sacrifice* sales punch, of course, because we wanted to *sell goods* even as much as we wanted to sell what was *behind* the goods. We didn't want what a lot of the artists seemed to think was art, yet we *did* want to use art; and we weren't willing to have the *selling punch* sprawl all over the quality we wanted to put into the advertisements.

There were delays and then more delays, and finally the big boss got impatient—his "physician" had apparently found his case incurable. We were "in for it." We had fallen down.

While he had been mustering his forces for the battle royal, he had been accumulating samples of ads which in any measure expressed his idea.

The first sample he sprung on us was a small Gruen watch advertisement.



BOLDLY CLAIMS RESPECT AND PRESTIGE FOR
THE TRADE-NAME BEHIND THE GOODS

"This," he said, "looks simple, dignified and handsome, and it gives the goods a feeling of quality even to the reader who only glances at the advertisement."

"Even with prices omitted, you would feel that the Gruen watch isn't cheap, and would expect to have to pay a good big price for the most popular styles."

"It makes you feel that the watch not only is *good* in itself, but also that it has the greatest solidity and substantiality behind it. Though the type is rather

small, it shows you that the company has been making watches long enough to *know how*, and that it is big enough to stand behind a watch; also that broken parts can always be replaced.

"Now, why can't *we* do that? I never heard of the Gruen watch until recently, that I remember, and yet I am feeling myself giving to the Gruen people as much prestige and respect as to the oldest, most advertised watch companies.

"Now take this Steinway advertisement. Ordinarily it is a little bold to simply reach out and take

ers who haven't) you would still have to 'honor that draft.'

"They put a very good illustration of the piano in a surrounding which seems to lend it quality, and then they boldly, and with dignity, announce 'Steinway.'

"They *assume* that you know that Steinway is the last word in piano excellence. They just *assume* it. You don't know whether it is or not, but human nature is too lazy to dispute the question, so you just absorb a thought to that effect, and immediately you store away in your inner consciousness the belief that Steinway is *it*.

Get The Most Out Of Time

Time is constantly increasing in value.

An hour wasted today is a greater loss than an hour wasted ten years ago because of the additional possibilities that have been brought to it through new machines, new methods and new ideas for the more efficient use of time.

This increased value of time makes accuracy of time accounting an essential factor in efficient organization.

Economy of the hour is as essential as economy of the dollar. The time you pay for must balance with the time you receive, and time received must balance with the time expended in your interests.

The arrivals and departures of your employees—the time spent by piece workers—the time spent on jobs—the movements of letters, telegrams, packages, etc.—and the time of machine operation are some of the features of modern business which demand indisputable time records.

Only with such records can you be sure that you are getting the most out of time.

The vital interest that both you and your employees have in the time records of your business makes an accurate, simple, impartial and flexible system of time recording necessary.

You will find all these features in

International Time Recorders

Whether your staff of assistants be large or small there is an International for your particular needs.

The recorder suited to your business will increase your profits by checking and preventing time losses. The discipline of your organization will be promoted—cooperation among your employees will be fostered—and time disputes prevented.

To more closely meet the demands of business, Internationals are made in both spring-driven and electrically operated models.

Start getting the most out of time by sending for more information about the recorder you need.

International Time Recorders are made in 260 different styles and sizes.

Office in all Principal Cities

INTERNATIONAL TIME RECORDING COMPANY
OF NEW YORK
ENSCOTT, N. Y.

Key Recorder
New with 3 keys, \$25.00

Model 100 Dial Recorder
Price, \$25.00

Model 200 Dial Recorder
Price with Rack, \$75.00

Model 300 Dial Recorder
Price with Rack, \$75.00

Model 400 Dial Recorder
Price with Rack, \$75.00

Model 500 Dial Recorder
Price with Rack, \$75.00

Model 600 Dial Recorder
Price with Rack, \$75.00

Model 700 Dial Recorder
Price with Rack, \$75.00

Model 800 Dial Recorder
Price with Rack, \$75.00

Model 900 Dial Recorder
Price with Rack, \$75.00

Model 1000 Dial Recorder
Price with Rack, \$75.00

Model 1100 Dial Recorder
Price with Rack, \$75.00

Model 1200 Dial Recorder
Price with Rack, \$75.00

Model 1300 Dial Recorder
Price with Rack, \$75.00

Model 1400 Dial Recorder
Price with Rack, \$75.00

Model 1500 Dial Recorder
Price with Rack, \$75.00

Model 1600 Dial Recorder
Price with Rack, \$75.00

Model 1700 Dial Recorder
Price with Rack, \$75.00

Model 1800 Dial Recorder
Price with Rack, \$75.00

Model 1900 Dial Recorder
Price with Rack, \$75.00

Model 2000 Dial Recorder
Price with Rack, \$75.00

Model 2100 Dial Recorder
Price with Rack, \$75.00

Model 2200 Dial Recorder
Price with Rack, \$75.00

Model 2300 Dial Recorder
Price with Rack, \$75.00

Model 2400 Dial Recorder
Price with Rack, \$75.00

Model 2500 Dial Recorder
Price with Rack, \$75.00

Model 2600 Dial Recorder
Price with Rack, \$75.00

Model 2700 Dial Recorder
Price with Rack, \$75.00

Model 2800 Dial Recorder
Price with Rack, \$75.00

Model 2900 Dial Recorder
Price with Rack, \$75.00

Model 3000 Dial Recorder
Price with Rack, \$75.00

Model 3100 Dial Recorder
Price with Rack, \$75.00

Model 3200 Dial Recorder
Price with Rack, \$75.00

Model 3300 Dial Recorder
Price with Rack, \$75.00

Model 3400 Dial Recorder
Price with Rack, \$75.00

Model 3500 Dial Recorder
Price with Rack, \$75.00

Model 3600 Dial Recorder
Price with Rack, \$75.00

Model 3700 Dial Recorder
Price with Rack, \$75.00

Model 3800 Dial Recorder
Price with Rack, \$75.00

Model 3900 Dial Recorder
Price with Rack, \$75.00

Model 4000 Dial Recorder
Price with Rack, \$75.00

Model 4100 Dial Recorder
Price with Rack, \$75.00

Model 4200 Dial Recorder
Price with Rack, \$75.00

Model 4300 Dial Recorder
Price with Rack, \$75.00

Model 4400 Dial Recorder
Price with Rack, \$75.00

Model 4500 Dial Recorder
Price with Rack, \$75.00

Model 4600 Dial Recorder
Price with Rack, \$75.00

Model 4700 Dial Recorder
Price with Rack, \$75.00

Model 4800 Dial Recorder
Price with Rack, \$75.00

Model 4900 Dial Recorder
Price with Rack, \$75.00

Model 5000 Dial Recorder
Price with Rack, \$75.00

Model 1000 Card Recorder
Price for other forms as follows: \$25.00

Model 2000 Card Recorder
Price, \$25.00

Model 3000 Card Recorder
Price, \$25.00

Model 4000 Card Recorder
Price, \$25.00

Model 5000 Card Recorder
Price, \$25.00

Model 6000 Card Recorder
Price, \$25.00

Model 7000 Card Recorder
Price, \$25.00

Model 8000 Card Recorder
Price, \$25.00

Model 9000 Card Recorder
Price, \$25.00

Model 10000 Card Recorder
Price, \$25.00

Model 11000 Card Recorder
Price, \$25.00

Model 12000 Card Recorder
Price, \$25.00

Model 13000 Card Recorder
Price, \$25.00

Model 14000 Card Recorder
Price, \$25.00

Model 15000 Card Recorder
Price, \$25.00

Model 16000 Card Recorder
Price, \$25.00

Model 17000 Card Recorder
Price, \$25.00

Model 18000 Card Recorder
Price, \$25.00

Model 19000 Card Recorder
Price, \$25.00

Model 20000 Card Recorder
Price, \$25.00

Model 21000 Card Recorder
Price, \$25.00

Model 22000 Card Recorder
Price, \$25.00

Model 23000 Card Recorder
Price, \$25.00

Model 24000 Card Recorder
Price, \$25.00

Model 25000 Card Recorder
Price, \$25.00

Model 26000 Card Recorder
Price, \$25.00

Model 27000 Card Recorder
Price, \$25.00

Model 28000 Card Recorder
Price, \$25.00

Model 29000 Card Recorder
Price, \$25.00

Model 30000 Card Recorder
Price, \$25.00

Model 31000 Card Recorder
Price, \$25.00

Model 32000 Card Recorder
Price, \$25.00

Model 33000 Card Recorder
Price, \$25.00

Model 34000 Card Recorder
Price, \$25.00

Model 35000 Card Recorder
Price, \$25.00

Model 36000 Card Recorder
Price, \$25.00

Model 37000 Card Recorder
Price, \$25.00

Model 38000 Card Recorder
Price, \$25.00

Model 39000 Card Recorder
Price, \$25.00

Model 40000 Card Recorder
Price, \$25.00

Model 41000 Card Recorder
Price, \$25.00

Model 42000 Card Recorder
Price, \$25.00

Model 43000 Card Recorder
Price, \$25.00

Model 44000 Card Recorder
Price, \$25.00

Model 45000 Card Recorder
Price, \$25.00

Model 46000 Card Recorder
Price, \$25.00

Model 47000 Card Recorder
Price, \$25.00

Model 48000 Card Recorder
Price, \$25.00

Model 49000 Card Recorder
Price, \$25.00

Model 50000 Card Recorder
Price, \$25.00

MAKES NO CLAIM FOR PRESTIGE

prestige and good will, but when these people just sort of make a sight draft on you for your favorable impression and deposit it against you, you just naturally pay it.

"You may say, 'Well, Steinway is an old, well-known company and just naturally ought to have prestige.' Don't give the credit for the prestige, or respect-creating feeling in this advertisement to any such thing.

"Even if you had never heard of Steinway pianos (and there are lots of good future piano buy-

"Maybe the length of Steinway history would have made the name mean something without this advertising, though I have heard of many 'gray-haired' businesses which are not famous even at their own crossroads.

"I say this advertisement and the point of view, or ability, or whatever you call it, *behind* the advertisement, could make Steinway *it* even if the company and the name were *new*.

"Now take this '1847 Rogers Bros.' advertisement. It is more like the Gruen watch advertise-

ment. The quality is there, both for the goods and for the power behind the goods, though not as strongly, perhaps, as in the Steinway advertisement.

HERE THE QUALITY FEELING IS LACKING

"On the other hand, this time-recorder advertisement is simply a bid for business. It is the 'salesman in the market-place.' It does not bid for prestige; it makes no claim for any special responsibility, except when it tells you, in small type, that the company has an international business—with London and Berlin offices.

"I say this is *our* kind of advertising at the present time.

"We have been satisfied to *sell goods*. But I say that we can sell goods more easily and surely and build a more substantial business by the Steinway style of advertising, though, of course, we cannot afford to let our advertising take on any kind of exclusiveness which will give the impression that all our goods are high priced.

"Rather, we must show that even low-priced goods can have a big, substantial, reliable, responsible, honest, permanent *business* behind them.

"Now that's what I mean by asking you to put a feeling of quality and responsibility into our advertising.

"Do it!"

We would have liked to have said "We will," in language as simple and strong as his "Do it," but we had to add the weakening, apologetic "try." Because we still had only a *determination* and a *belief* that we *could* do it.

But we had at last got his idea and we did eventually learn how to get the feeling also.

Quality is not put into the advertisement in what you say and show so much as in what is written between the lines of type, or between the lines made by the artist's brush. It is an *underneath*, *behind-the-scenes* feeling.

The advertiser can't stand up brazenly in his illustrations or copy and yell "I'm it!" at his readers, and get away with the impression of refined power and respon-

sibility. He must stay in the background and make you *feel* that he is it. It's a *feeling*. Even the Steinway advertisement is designed to make *you* say Steinway is it. It's the way they announce the "entry."

The impression of success and bigness is easier, though it is accomplished in a somewhat similar manner.

The smallest automobile concern in the country can make itself appear a giant in success and size by using double pages in the magazines and newspapers for dignified advertisements; or the biggest maker of autos could put his plant in a second-floor-back position by using quarter page, or smaller, announcements in adjoining pages.

The ordinary progressive advertiser can, in a similar manner, annex unto himself a big slice of prestige and public confidence by putting atmospheric underclothes on his advertisements to make them breathe onto the firm name the feeling of quality and dependability.

This feeling must come from the things which seem incidental—they are a *feeling*, not copy or cuts or types or borders.

And these underclothes must be tailor made, for there are no "stock" goods of this kind. They are quality goods, and Quality Goods are a "state of mind."

The fifty-dollar-a-week advertising manager is a fifty-dollar-a-week man, and is apt to think fifty-dollar-a-week ideas. He can't be expected to even *understand* the language of the five-hundred-dollar man's feelings.

In the same way, a fifteen-dollar artist can't even understand the merit of fifteen-hundred-dollar commercial art any more than the manufacturer of popular-priced goods can make quality goods. He hasn't the *feeling*. As Montague Glass makes Abe Perlmutter say, "With him, goods at \$2 a yard is the limit, and goods at \$10 a yard he can't imagine at all."

We found that the first step in annexing this illusive quality was to find an "artist" who either knew how to execute ads containing the

bigness we were after, or who could show some other man how to do it. He must know what you want and have the knack of *getting things* done the way you want them done—as did the advertising manager who left the Detroit concern mentioned at the beginning of this article.

WHAT IS AN ARTIST?

This artist may not be able to "draw" anything except a big salary, but without him all the fine "drawing specialists" in the country will be unable to put the "underclothes" of "quality feeling" into your advertising.

And I say that an advertising man need not know how to actually execute high-grade commercial art, to be an artist. The real artist, whether he be in combination with a knowledge of paints and brushes, or with the "hard-headedness" of business, is first and above all a man who can *see* big artistically.

There are several kinds of "quality feeling," and several ways of getting it. Many advertisers are putting a quality-goods feeling into their advertising, but not many are putting any particular prestige behind the goods by writing and illustrating the "ten-million-dollar feeling" into the copy.

Even those who have learned the knack of illustrating and writing quality into the goods, have used several different methods to accomplish the end.

Some depend entirely on borders, or type, or illustrations, others get it by hitching up to "sales news," and still others get the effect, in a measure, by writing the feeling into the copy.

But the quality feeling our big boss wanted was a feeling expressed more in the relation of the company to the goods, as reflected in the advertisement—a between-the-lines quality.

New Wardrobe Trunk Has Window Display

The "Neverbreak" Wardrobe Trunk, a new trunk which is made to sell everywhere for \$15, is being introduced in Chicago through special window displays.

"Sunset" Adopts Flat Size

Commencing with the issue dated January, 1916, *Sunset the Pacific Magazine* will be changed to the shape of the *American Magazine*. William Woodhead, general manager of *Sunset*, and ex-president of the A. A. C. of W., has made this statement in announcing the change of size:

"During the past several months I have given a great deal of thought and study to the question of the standard shape versus the so-called flat-shape magazine.

"I have talked with publishers, advertisers and advertising agents and with the general public all over the country, and I have come to the conclusion that the flat-shape magazine is the better shape for the advertiser and more popular with the average reader."

Plans Under Way for Permanent World's Fair

A corporation has been formed for the purpose of establishing an exposition of American products at Atlantic City. The thought of those behind the movement is that many of the manufacturers who have exhibits at either the San Francisco or San Diego exposition would prefer to place them where they will continue of service at the close of the expositions, rather than to dismantle and ship them back to the factory.

The exposition will be located on the large pier where Keith's theatre is now situated, and will be in a position to attract the throngs of visitors who go to Atlantic City. It is stated that 4,000,000 persons visit the resort annually.

Advertising Men's League Takes New Name

At its meeting last week, Monday evening, the Advertising Men's League of New York changed its name to the Advertising Club of New York. The change is to take effect not later than the first of the year.

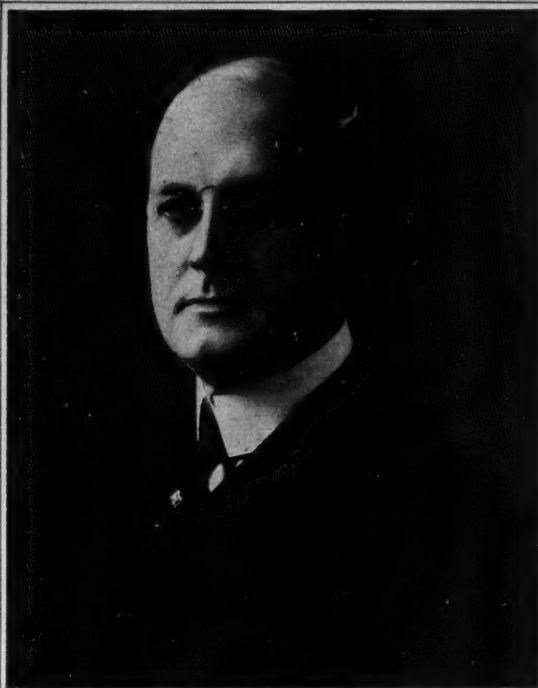
William R. Malone, president of the Postal Life Insurance Company, of New York spoke upon "Selling Life Insurance by Mail."

The discussion that followed was participated in by G. B. Sharpe, O. C. Harn, H. D. Abbott, H. D. Robbins and F. Bellamy.

At the noon luncheon, October 29, A. C. Monagle, sales manager of the Franco-American Food Company, spoke on "Selling the Grocery Trade."

Railroad Advertising Man Joins Mahin

Thomas A. Wilson has resigned from the advertising department of the Baltimore & Ohio Railroad to become identified with the Mahin Advertising Company, Chicago. Thomas A. Beaumont succeeds him at Baltimore.



BUILDERS *of* AMERICAN BUSINESS

**HARRY L. BROWN, TREASURER
OF THE WALTHAM WATCH COMPANY**

"SYSTEM, the Magazine of Business, occupies a unique position in the manufacturing and commercial world, in that it covers its portion of the field very thoroughly and at the same time presents something of interest to all. I fail to see how anyone can read it without getting a good deal of benefit from its articles and suggestions."

A handwritten signature in dark ink, which appears to read "Harry L. Brown". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

NUMBER XXXIV in the series of portraits of readers of SYSTEM



The Modern Retailer (Monthly)

goes to every druggist, grocer, hardware dealer and haberdasher rated \$3,000 and over in and within 25 miles of our centers of publication.

Part of the dealer service of the American Sunday Magazine.

Good Will

the greatest asset of any business, the biggest stock in trade of any publication.

To be successful—a magazine must have the good will of the consumer, the retail dealer and the advertiser.

It secures the good will of the consumer by the manner in which its editorial and business policies are managed. If it gives the reader the best in editorial and art work—if it protects his interests by its censorship of advertising—if its mechanical handling is of the right kind—the good will of the reader is bound to follow.

If its circulation is concentrated in those territories where it creates an advertising influence of value to the dealer, and in sufficient quantity, it has the good will of that dealer.

If it adheres to the above policies, it will produce results for the advertiser, therefore, has the good will of the advertiser.

The American Sunday Magazine

has the good will of over 2,000,000 readers because it gives them the best in fiction and art work that is produced in this country. Its covers are by Harrison Fisher. Its contributors are: Jack London, Gouverneur Morris, Arthur Reeve, James Oppenheim, Robert W. Chambers, Leonard Merrick, Virginia Terhune Van de Water, Anna Katherine Green and others. Its artists are: James Montgomery Flagg, Frank Craig, Will Foster, A. B. Wenzell, Armand Both, Howard Chandler Christy.

It has the good will of the retailer because its circulation is concentrated with newspaper concentration around his place of business. In addition it has magazine life.

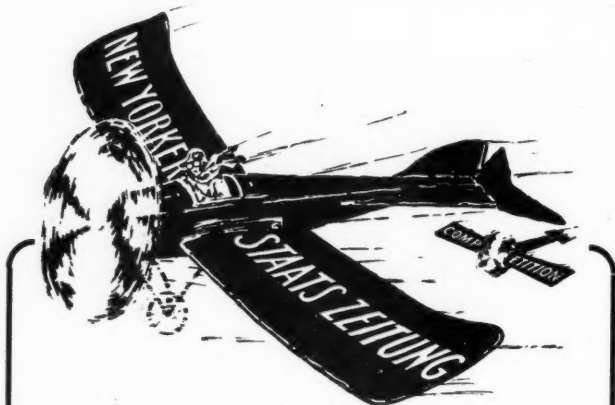
It has the confidence of many national advertisers because it has produced results and because it has been careful in regard to the kind of advertising accepted. Fifty four (\$54,000.00) thousand dollars worth of advertising rejected during 1915. Because by reason of its enormous circulation it enables him to cover 158 out of the 225 towns of 25,000 population and over, with sufficient intensity to create a tangible demand for the goods advertised.



**Over 2,000,000
Circulation**

220 Fifth Avenue
New York City

911 Hearst Building
Chicago



***First in circulation
First in volume of advertising
First in the confidence of its readers***

Circulation Reports to Post Office Department
October 1st, 1915

Sonntagsblatt N. Y. Staats-Zeitung	101,191
Second German Paper	63,400
Third German Paper	52,920

The "New Yorker Staats-Zeitung" has nearly 100% more circulation on Sunday than either of the two other German newspapers—almost as much as both combined.

Its daily circulation of **136,378** copies also far exceeds that of the other German newspapers of New York.

In advertising it has also outdistanced all competition and publishes more paid advertising than the other two newspapers publish combined.

It is the largest and most influential German newspaper in America

New-Yorker Staats-Zeitung

"The National German Daily"

Members of the American Newspaper Publishers' Association and the
Audit Bureau of Circulations



Putting the Matter of Credit Up to Salesmen on Sales Basis

Excerpts from a Bulletin Used Successfully by Moller & Schumann, Brooklyn

AMONG the communications called forth by the publication of the article entitled, "Drilling Salesmen to Be Good Judges of Credit," in a recent issue of *PRINTERS' INK*, is a letter from H. Uehlinger, of Moller & Schumann, Brooklyn. Mr. Uehlinger submits the text of a bulletin which he has been using of late with pronounced success. This bulletin is addressed to the various members of his sales force and "sells" them on the idea that they are assistant credit men. The manner in which he places all the considerations before the salesmen will be suggestive to others who perhaps feel that it is impracticable to use salesmen in this way.

The following are excerpts from the bulletin:

Many credit men believe that they can best get along without using a salesman. I do not, and am willing to take whatever criticism may be made against me for taking such a position.

The functions of the credit man are very much like the functions of the salesmen—both desire and aim to do the largest amount of business with the smallest possible loss in bad accounts. Your desire is to show the largest volume of sales without any loss at all if possible—that would be ideal.

My desire and responsibility is that all the sales, including the sales of the house, be made with the smallest possible amount of losses.

In these functions our troubles and trials—successes and failures hinge.

Our relation with the success or failure of our house is very great.

The net profit is very easily jeopardized if not wiped out by one single loss. It requires wisdom and courage, foresight and intuition on your part and our part, to maintain the low average

loss so that there shall be a fair return on the capital invested at the end of a year's work.

Within a comparatively short period a million dollars' worth of goods went from our tanks and our warehouses into all sections of this country and other parts of the globe.

You and I have taken the responsibility of shipping out that vast quantity of goods. It represents value—value equal to gold. Only five per cent is our possible profit. If our judgment has been correct as to the paying ability of the parties who obtained these goods, then it is possible that we will get back after, say, six months, this outstanding wealth. If on the other hand, our judgment has been poor, then as mentioned before, the profits will be reduced.

I simply mention these figures because they are big and because they show the responsibility that you and I, as manager and assistant manager, have in passing out credit—scattering our assets to remote parts.

May I mention right here that the losses of 1913 in the Southern District of New York in bankruptcy alone were nearly \$25,000,000 net?

SALESMAN'S IMPORTANT PLACE IN CREDIT DEPARTMENT

That's a pretty big tax to pay by the commercial interests of this district.

You as well as I want to avoid the stigma of a loss that is too large. Team work will do it. You would not be an assistant credit man unless you worked in harmony with your credit office. Harmonious relations mean economy to the house—they mean greater sales and necessarily greater profits.

The salesman's ability to read human nature we all know,—he

The
Knickerbocker
Press

Albany—Troy—Schenectady
and
The Capitol District

(And That's Not All)

is master of the art. Inasmuch as he possesses the ability to read human nature, he certainly can effectively read it for the benefit of the credit department, for in so reading his customer or prospective customer, he is laying the foundation for a successful volume of business.

A credit man said not long ago that he considered your report on credits a joke—that you only think of the volume of business entered in your order book. Nothing is further from the truth.

I know it grieved some of you within the last year to have chalked against your efforts losses that have occurred, and if it grieves you as men of knowledge and ability, you will look for remedies, and the remedies are a closer affiliation and co-operation with the credit department.

The reason why you are an assistant credit man is because you persuade your customers to send in by wire or otherwise ninety-five per cent of all our business. This year as well as previous years only five per cent did we handle without your aid.

Of this ninety-five per cent which you brought to us last year or in previous years, you opened the accounts which produced that large percentage.

You have, therefore, come in contact with thousands of credit risks, large and small, good and bad.

You, being of an investigating turn of mind, practice caution, deliberation, vigilance, have made certain decisions respecting the visible financial worth of each and every account that you have opened. Is that not so? And while your decision may not be based on accurate knowledge, it is a decision which is respected and of mighty importance to your credit department.

Some of you have obtained facts which on their very face enabled us to decide, as you have decided, that we ship the order immediately.

One of our newer men is a worthy assistant credit man, for with every new account he sends there is attached thereto a new-account report.

It is treated in a fashion that shows he is onto his job. He knows that it is a responsibility to send precious gold in the form of merchandise to his customers. He knows it pays to get the facts while on the job respecting his accounts. He knows the time to look up an account is when it is in its embryo—before it reaches the credit office.

In doing this he certainly is a valuable assistant credit man. When he obtains trade references, he obtains a double advantage; first advantage assures to the credit department, and the second to himself, because he usually gets the name of his competitor. That enables a better selection of goods, and better enables him to fix a future price.

We don't want to send back your orders when incomplete. Write your information on this report and watch results.

Each employee, I'm sure, should feel a pride and satisfaction in the addition of a new account, no matter how small it may be.

As assistant credit men in sending in your orders don't put down "delivered"; it has a meaning, and from a legal viewpoint puts a greater responsibility on us.

Rather, if freight is to be allowed, mark your orders 30 days five per cent less freight. Avoid as far as possible prepaid freight sales. It helps to reduce our outstanding receivables, for if we prepay the freight it simply means that about \$10,000 more is owing to us by customers than we would like to have them owe us.

WHY FINANCIAL STATEMENT IS DESIRED

We think a great deal of a financial statement, balance sheet, a net-worth statement, a statement of affairs, or whatever it may be called, especially if the customer dates and signs it. We can almost promise shipment on any reasonable order where you obtain a financial statement, for a signed statement to-day, when false, leads very easily to prison doors.

The salesman is in such an advantageous position, being on the

spot, that it seems to us he is neglecting a very important part of his work when he fails to take note of conditions and report them.

A recent case, a good one to remember, will be interesting:

A salesman sent in an order for \$50, attaching thereto a new customer's report on which appeared certain references—a competitor was among those listed. Inquiry was made direct, and the answer came back, "Owes \$300, checks protested; gave account to lawyer." Needless to say further credit was restricted. We are in it for \$50, but not \$300. Attached to the information which this competitor sent were penciled the following remarks:

"Information given by us is strictly for credit department use—salesmen should have no access to it."

Right here we want to impress upon you the inviolability of all credit information,—it must be treated as strictly confidential.

From this information it would appear that some varnish men used confidential credit information to get an order.

NEW TERRITORY AND NEW CUSTOMERS

Take the case of a salesman in a new territory: it is absolutely necessary that we be liberal in our credit decisions, setting aside certain definite principles which must be applied in territory that has been worked. We are willing to, and do, accept special risks in order to learn whether the new accounts measure up to requirements—it is a case of developing credit on merit, and your minds agree with ours on this point, we are sure.

You have your letters of introduction to Bradstreet's and Dun's to see names of concerns from whom your customer buys—you may be stopping at a hotel where you could be posted, where a certain salesman may be stopping, possibly the very one who is selling the concern you intend to sell. There is the bank in town—all these enable you to obtain credit information before taking an

order, and having taken the order, you use your new-account sheet to further clinch the desired information, which is so essential here to enable us to make a proper decision.

As an assistant to the credit department you will at all times endeavor to reduce terms rather than increase them.

If you have the selling ability, I venture to state, without fear of contradiction, that you can sell at a better price and on practically any terms you like. If you have the selling ability you could sell varnish, specially aged, specially made from superior gums, put in a mythical tank reserved for your customer, and make your customer feel that he owns that tank of varnish in our plant.

I say this, because I have the evidence. We are selling to-day coffin-makers, decorated-can manufacturers, painters, and dealers on short terms—30 net, 10/1—and selling them successfully, retaining their business and increasing it, and it is all because the salesman has the ability to persuade and convince them to buy on these terms to fit the case and price. A salesman needs backbone—courage.

As an assistant credit man, you do not want to solicit orders from a merchant or manufacturer on time while the sheriff is behind the scenes. This has happened and happened right here. We turned down an order from one of our customers on April 1st and on the 11th he filed a voluntary petition in bankruptcy.

The gambler's chance used to be the smart thing. The person who made the narrowest escape and ran the greatest risk, and got out clean, was considered brilliant. Present-day methods eliminate the gambler's chance, and with team work between the credit man and his salesman's assistant, cheap credits and bad losses disappear so that gambling becomes unnecessary.

I have made an interesting analysis of the losses which we have had during the past four years, and evidence proves that the high-

(Continued on page 77)



Judge isn't nearly as good a medium for advertising Fords or Ford accessories as a number of other periodicals.

For example, while 60% of the automobiles of today are in the \$400 class, we find (by checking the names of several thousand subscribers against the state license records) that only 12% of Judge's cars are as low-priced as that.

There are just enough of them to pull Judge's average down to \$1,787.

Perhaps you sell something that people of such tastes and purchasing ability will care for.

Present editions, 175,000—and growing

LUTHER D. FERNALD, ADVERTISING MANAGER

Judge

The Happy Medium

Boston New York Chicago

Broke Loose

himself in possession of a splendid specimen of the proverbial "White Elephant"—
of over a pound and selling at from six to six and a half cents. The
continued promise—that's as far as they got at that time. The Southern farm-

much needed lesson. The farmer learned from actual experience in six
er Agricultural Journals had been trying to teach him for more than twenty
Clovers and Food Stuffs—Corn, Wheat and Oats, cut the cotton acreage
ss of helped. Then just as the crop reports appeared showing that the
worth more than \$1,300,000,000—

tes Government

h \$15,000 in gold, which was deposited in the Federal Reserve Banks at
g assured that an additional \$15,000,000 would be available if needed.
00,000, but was raised at an average cost of less than six cents a pound
s soared to \$30.00 a ton, which means that each bale of cotton costing \$30.00 to
ng market at the rate of \$25.00 to each bale, there being half a ton of cotton
nearly \$50,000,000 and a profit to the Southern farmer of over \$600,000,000.
gricultural advertiser—

th Switch---

very low on the purchasing power of the Consumer, in any section of the
soon figures that the South had, all told, a 1915 Agricultural Income of over
—able— and in position to indulge in many more or less expensive semi-
the South RURALIST on October 15th to deliver 300,000 copies to the
twenty-four of paid display advertising in the single issue. In every point
space be it Quality, Quantity, Economy or Co-operative Service, the

rn Ruralist

the South's Foremost Farm Paper

er of Million Copies twice a month

te \$1.00 per line flat

Audited by A. B. C.

uralist Building, Atlanta, Ga.

DETROIT OFFICE

Chas. H. Anthony
Kresge Building

ST. LOUIS OFFICE

A. D. McKinney
3d Nat. Bank Building



—“I wonder if we’re spending it in the right mediums!”

Q This little drama is enacted every business day somewhere by the men who furnish the money and direct the plans for the publicity of their product.

Q Around that big director’s table sentiment gives way to sense, facts are sought rather than fiction, exactness demanded instead of estimates.

Q The advertising manager, the agent, the publisher all recognize the insistent and growing demand for circulation facts.

Q “A. B. C. Service” supplies this information in a uniform, standardized, comprehensive, far-reaching manner—gives a definite gauge of just what your dollar will buy in any desired field or class.

Q It is one thing to make a recommendation for an appropriation; quite another to have your recommendation justified by facts.

Q Why not back up your plans with the knowledge and facts that “A. B. C. Service” places at your disposal? Its cost is but a fraction of the cost of doing without it.



The Audit Bureau of Circulations is a co-operative organization—not for profit—its membership includes over one thousand Advertisers, Advertising Agents and Publishers in the United States and Canada, who believe in standardized circulation information. Complete information regarding the service and membership may be obtained by addressing—Russell R. Whitman, Managing Director.

AUDIT BUREAU OF CIRCULATIONS
15 East Washington Street, Chicago



class salesman has the lowest percentage of credit losses—has the best class of customers, from a credit standpoint. Care in selling trade is important in reducing losses, and shortening of the terms of sale is another great help.

Credit should not be based upon sentiment, it would be poor policy to sell a man because the poor fellow needs it.

SENTIMENT IN THE CREDIT DEPARTMENT

Credit is based on something more substantial. There can be sentiment in the administration of credit, and we allow that sentiment to sway our policies. Sentimental reasons should not permit us to extend credit beyond the ability of our customers to pay. That it is necessary to have a credit limit, you will all agree with me.

Probably the smallest credit limit on record was recorded in New York. Two men who had all the signs of "bums" were hustling about and shouting at the top of their lungs: "Extra, Special Extra." Each bore under his arm what looked like a bundle of papers, but which a sale revealed to consist of only one paper rolled to appear as though there were many—the same as we as boys rolled our bills to make it appear as though we really had more than we did.

Every time one of them would make a sale, he would run swiftly to an alley way and re-appear with "another bundle." It was discovered that a man with a little more than ordinary ability knew that he could trust these "bums" with just one paper at a nickel and no more, and every sale was paid for before obtaining credit for a nickel. This actually occurred in New York, and the *Times* is sponsor for this information.

In a crisis the assistant to the credit department should be able to act as the principal. He should be able to go to his customer, if he is in financial trouble, and be able to advise him as to the proper steps to take. If he is in doubt as to the wisdom of any idea he

has, he should wire his credit department for advice.

The evil of dating bills ahead is a matter of no great concern to the efficient salesman; the credit men's assistant can handle nearly all cases without granting extra time. We have men who have for years avoided altogether the dating of bills; in fact, it is foreign to them. We do not mean that it is improper to do this; at certain seasons of the year it may be necessary, but it is the exception with some men, and with others it is pretty nearly the rule.

The disadvantage of dating is that a credit of \$500 may be sufficient on four months' time, but if you tack on a few months' dating, you increase the risk, and it is natural that if he requires a dating from you, the customer is requesting the same of other creditors. Our tests have proved this. You simply shut the door on certain customers by tacking on datings.

Now as a credit man and assistant, our relations have been cordial, and they are truly reciprocal, working together for a high standard of accounts. Our desire should be to be better credit men and better assistants, and I am sure, by a little consideration on your part, as well as on mine, that the desire for the better class of accounts—for the worthy accounts—will become a reality.

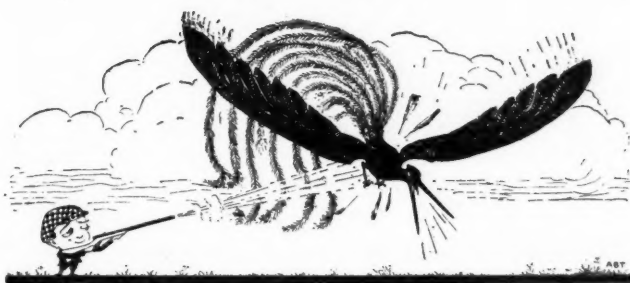
When war is dangerously curtailing and crippling commerce in the old world, it is our duty to be more attentive to our trusts as credit men, than in times when the sun is shining.

Edward L. Preetorius Commits Suicide

Edward L. Preetorius, publisher of the *St. Louis Times and Westliche Post*, committed suicide November 1st. His father established the German-American Publishing Company many years ago, and when he died eleven years ago Edward L. Preetorius succeeded him as publisher.

A Mustard, Plus

"Appetone" a new relish made by The Frank Tea & Spice Company, of Cincinnati, Ohio, is being advertised extensively as something more than a mustard.



Bringing QUALITY “Down to Earth”—

QUALITY is not a new word in the bright lexicon of the circulation man. He can roll it off his tongue as glibly as he can his endless stream of circulation figures.

You have heard a-plenty of the blue-blood and silk-stocking kind of quality that the oh-so-nice publications tell you about; and the kind that is spoken of in half whispers of awe like something not quite earthly.

But QUALITY as it applies to the actual EFFICIENCY of a newspaper, as an advertising medium, has been given a new significance. It has been *brought down to earth* and bared of all its fine plumage and verbiage. From an elusive intangible mystery Quality has been made a very intelligible and measurable element in the figuring of space values—a QUANTITY, if you please, as easy to calculate as the sum total of 2 and 2.

Stripped down to its bones and sinews, QUALITY of newspaper circulation simply means the quality of PULL-

A few publishers of "class" papers have been trying to "salt the tail" of that elusive bird of mystery, "Quality," these many moons. But not until Prof. Walter Dill Scott of Northwestern University, George French, noted author of advertising works, and Charles S. Patteson, former editor and publisher of "Newspaperdom," and a few other advertising experts, got their heads together on this subject of "Quality," and devised a method of appraising it, was it ever brought down from the thin blue air of theory. This method of quality appraisal has created a profound impression, and is described in the following pages.



Advertising men have talked much of the science of their craft, and of getting space buying down to the business-like basis applying to other commodities; but advertising itself, and the buying of advertising space in particular, can never be much more than "guesswork" at your own or a client's expense, until the quality of the commodity is as well understood as the quantity.

ING POWER, and a system has been devised that makes it possible to weigh and measure this element nearly as accurately as you compute circulation figures.

This system of quality appraisal is the result of the combined efforts of Mr. Charles S. Patteson, former editor and publisher of "Newspaperdom", and other eminent advertising authorities such as Prof. Walter Dill Scott, Northwestern University, Chicago, Mr. George French, noted author of advertising works, and the heads of some of the foremost advertising agencies in the United States.

How "Quality" is Weighed and Measured

The system is based largely on a series of thirteen points of judgement, embracing all of the essential elements of newspaper quality and efficiency, as agreed upon by men who have spent millions in advertising, and who have made advertising a life study and work.

A commission composed of the leading advertisers of a community are selected to act as a jury in making the appraisal, and each newspaper of the community is rated according to its merits on each of the thirteen points, ratings to be based on the experience and judgment of each member of the jury.

The individual ratings are then averaged after a through referendum, and the consensus of judgment and experience reduced to totals.

Making the Test in Los Angeles

Charles S. Patteson, the originator of the system, recently came to Los Angeles and personally interested and assisted the business men of this city in making an appraisal of the six Los Angeles dailies. He undertook this work entirely on his own initiative, and not until the entire appraisal was completed did the publishers of the Los Angeles newspapers have an inkling of it.

Twenty-two of the leading advertisers of Los Angeles, including four advertising agents and representing eleven other lines of business, participated in the appraisal.

"Standard Advertising" of Chicago, in the course of a lengthy article on the method of quality analysis referred to in this advertisement, says: "Mr. Patteson has made a unique and important contribution to the development of advertising in his device and methods for computing the quality values of daily news-

The Verdict of This Jury of 22
Advertisers Gave—

THE LOS ANGELES EVENING EXPRESS

First place among all the newspapers of
Los Angeles

and pronounced it the leader in general excellence both as a newspaper and as an advertising medium.

The Evening Express received the highest rating of all Los Angeles newspapers on the most important points considered, namely:

Standing as a newspaper;

Strength in the home;

Market-place aspect;

Following among people who read
advertisements, compare offer-
ings, and RESPOND;

Cleanliness of advertising columns.

Considering the afternoon papers alone, the Los Angeles Evening Express won on ten of the entire thirteen "points"—as to the remaining three it was accorded an average of 13.24 out of a possible 17.00.

papers and other periodicals. He was founder and for ten years publisher of "Newspaperdom," the Journal of Newspaper Publishing; was for several years in charge of Messrs. N. W. Ayer & Sons audit service and investigation work, and was well qualified for the undertaking.

THE LOS ANGELES MORNING TRIBUNE

was voted supreme
in the morning field

on the following prominent points:

Circulation on merit as a newspaper, independent of premiums, contests and similar inducements;

Following among people of thrift and economy;

Concentration of distribution in city and immediate suburbs;

Cleanliness of advertising columns;

Service to advertisers—in position, co-operation, etc.

Rate Inducement, per inch, per thousand.

A New Basis for Judging the Value of Newspaper Space

The complete details of this appraisal and of the system by which the appraisal was made, are given in an interesting booklet issued by the Express Tribune Company. If you have not read a copy send for it. It is a boiled-down post-graduate course in the science of space-buying, of immeasurable value to every wide-awake advertising man.

Express Tribune Company,
Express Tribune Building,
719-721 S. Hill St.,
Los Angeles, California.

Foreign Representatives:

A. K. Hammond, 395 Fifth Ave., N. Y.

C. D. Bertolet, Boyce Bldg., Chicago

N. R. Baranger, Merchants Ex. Bldg., San Francisco

Burroughs Advertises to Produce Sales Instead of Inquiries for Free Books

How a Study of Past Experience Disclosed the Waste in Educating Those Only Who Could Be Persuaded to Fill Out a Coupon

By Edwin A. Walton

Advertising Manager, Burroughs Adding Machine Company, Detroit, and Formerly Advertising Manager of the Timken Companies.

[EDITORIAL NOTE: The following is the stenographic report of a talk given by Mr. Walton before the Adcraft Club of Detroit. The fallacy of the theory that the value of an advertisement is to be judged by the volume of inquiries it pulls has seldom been better demonstrated.]

MR. CHAIRMAN and gentlemen: I have not prepared anything thrilling in the way of an address this evening, but just want to give you a few thoughts along the lines we have been thinking out at the Burroughs.

We have been doing some very careful analysis work out there. We have hundreds of records—thousands of records; and we have been going over them. We have been trying to figure back and see where we stood, see what results we got in the past, and to base our future on the results of the past.

One of the big subjects that has come to the front in this investigation is the subject of inquiries. We have, in the past, been going after inquiries very strongly. We have had a lot of them. We have turned them over to our field force, and they have secured a great many sales from those tips.

Now we have been doing some pretty careful thinking, and have had to reverse some of our policies as the result of that thinking. I believe that our reversal of policy is very largely due to a change in conditions, owing to the growth of our business, so that it casts no reflection whatever on our methods of the past.

Undoubtedly mail-order concerns must have inquiries. That is what they are in business for, to get inquiries, and sell those people who inquire by mail.

Undoubtedly a great many other concerns must have inquiries. Probably many office specialty manufacturers should advertise for inquiries. I don't know. I suppose it depends on the extent to which the article is known, the extent of its present use, the thoroughness with which the field is combed by the sales force, and on other conditions.

We have been studying and analyzing our own case during the past six months, however, and we have determined that from now on we will not try at all to get inquiries.

Perhaps our change of policy is due, as I said before, to a change in conditions in the country, to a change in the selling conditions of our products.

FOUR GENERAL CONCLUSIONS ARE DRAWN

We have had almost six hundred men in the field. We are combing every corner of the country. (I am speaking of the United States now.) We never had so many before. Our product is better known than it used to be. If it were a new, unknown product, perhaps we would have to go after inquiries, but to-day we are not going after them, and some of our findings and analyses may be of interest to you, because it may set you thinking along the lines of your own business, and get you studying to see whether or not you need inquiries.

Our analysis of our business experience, covering hundreds of different letters, folders, magazine advertisements on every

phase of our business, proves definitely and conclusively four things:

FIRST: The more educational our message, the fewer the inquiries.

I want to make these points slowly, so that you will grasp them. The more educational our message, the fewer the inquiries.

SECOND: The more Burroughs machine we talked, the fewer the inquiries.

THIRD: The more mere curiosity we excited, the greater the number of inquiries, and

FOURTH: The more valuable looking the free booklet we offer, the greater the number of inquiries.

Uniting and re-stating these facts, we draw the following conclusions:

The more the advertisement does to bring all its readers to a state of mind more favorable to the purchase of a Burroughs Adding Machine, the fewer the replies.

The more the advertisement neglects to educate all the prospects, the greater the number of permissions for the salesman to call and do the educational work at his expense; from which we have condensed and reduced again to this general conclusion:

The better the advertising for the future of the Burroughs business, the fewer will be the written responses to that advertising.

Now I could not bring a great many examples to-night to show you, but I can give you some idea from the advertisements that were run last year in the *Saturday Evening Post*.

SOME CONCRETE EXAMPLES

Here is an advertisement run in January, last year, going to the two million circulation of the *Post*. It gives an educational message entitled, "Saving a Dollar by Stopping a Leak." It also has a coupon which offers a free book—but it doesn't look much like a book. It shows a machine, so that very evidently, if we get a reply, we are going to send a salesman there to show that machine and try to sell it. Out of the two million circulation of the *Post* we got

seventeen replies to that advertisement. What I am thinking about is the one million, nine hundred ninety-nine thousand, nine hundred and eighty-three people who did not reply. What sort of a message did they get? Was it a good educational message? Well, it was in this case.

Our February advertisement shows a book very plainly—a rather good-looking book. "A Better Day's Profits" sounds somewhat interesting—and out of the two million circulation we received two hundred and sixty five replies—requests for that book on the coupon down here (making it just as easy as possible to get that book free). It starts out, "A book every retailer should have—" But still I am thinking of the million nine hundred ninety-nine thousand, seven hundred and thirty-five people who did not reply. In this case they did not get a very good educational message on the Burroughs machine.

In this March ad, where we say, "Cut Down Expenses on Your Pay Roll Work," and don't make it so evident that there is a free book in the thing—it looks more like a catalogue—and there is nothing in the way of an educational message, we get ninety-four replies.

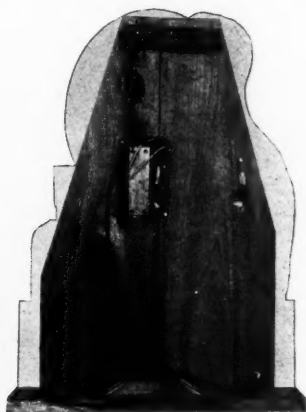
When we show a book, or rather, a pamphlet—not a book—so it doesn't look like much for nothing; and show plainly that it is a machine we are selling, we get only thirty-six replies.

Again when we offer a book—a real, booky-looking book—and just talk about the book, and how free it is, we get four hundred and twelve replies out of the two million circulation. When we don't make it all plain what it is we are offering, and yet we are offering something, we get twenty-five replies.

Now the peach of them all is this advertisement run in September, showing a real, bound book, "Efficient Cost-Keeping." We got fifteen hundred and three replies to that. There is really no Burroughs educational message there. I am still thinking of the million, nine hundred ninety-eight thou-



Before



Behind

Here is a Window Display Motor that will get the whole advertising world going

All you have to do is to attach the wire to a lamp socket and forget it. It will run continuously, night and day, and never use enough current to register on the meter.

For economy, effectiveness and simplicity, there is nothing to compare with it.

It will operate a motion window display as well as an electric motor. It has the old clock-work movement backed off the boards.

We are equipped to turn out moving displays, complete, from the original idea to the finished display, individually boxed and ready to ship. Or, we will furnish the motors to any manufacturer who prefers to build the display himself.

The experience and brains of a well-equipped advertising agency are at the service of manufacturers who want the kind of window advertising that will reach out and hold attention.

GARDNER ADVERTISING COMPANY, St. Louis, Mo.

Magazine and
Newspaper Advertising



Out-door Display
Window Display
Effective Dealer Helps

DEALER CO

---a result of using

A few testimonials by those who have

Duffy-Powers Company

Rochester, N. Y.

In reply to your letter of the 2nd. On January 3, 1910, we started to issue "S. & H." Green Trading Stamps on all cash purchases and all charge purchases paid for before the 15th of the following month. The business was immediately given an impetus; sales increased about double the normal growth. Since the first year the business has only shown normal growth.

When stamps were first introduced there was some opposition and prejudice on the part of charge customers. We do not think it exists to-day; in fact, 90 per cent of our charge customers, on payment of account the 15th of the following month, make request for trading stamps.

Our contract with the "S. & H." people has recently been renewed for a period of ten years.

Boston Store

Grand Ave., Third and Fourth Sts., Milwaukee, Wis.

Relative to your desired information on the following questions upon the "S. & H." Trading Stamp, will say as follows:

Q. How long have you had them?

A. We have given these stamps for about 10 years.

Q. Have they increased your business? If so, what per cent?

A. Our store is 13 years old and when we started we were doing less than half a million; to-day we are at the rate of four million.

Q. Do you find that the store that handles them is discriminated against by the better trade?

A. We are happy to say that no person who trades in our house refuses them and we enjoy the patronage of all types and kinds of people from the wage earner to the millionaire.

Q. With the experience you have had would you be glad to drop them if you could?

A. We have just closed a contract for a long period of years.

Relative to giving you additional information, will say that the installa-

"The Business Builder" will

The wonderful *Sperry* Map graphic sh

Send form

THE SPERRY & HUC

THE HAMILTON

George B. Caldwell, President

COOPERATION

g the "Sperry" System

no hoested its power:--

tion depends altogether upon your local situation and no one from a distance can advise you what to do. As for our part, we are fully satisfied and earnestly believe they help our business.

Rothschild & Company

State St., Jackson Blvd. and Van Buren St., Chicago

Responding to your favor of recent date with reference to our experience with the Sperry & Hutchinson Green Trading Stamp Co., would say we have been distributing stamps issued by this Company for the past nine years with satisfactory results. From our experience we have found that the additional trade secured through the distribution of the stamp has been more than sufficient to offset the cost. Have also noticed the stamp appears to be equally attractive to all classes of trade.

Our dealings with the Company have been entirely satisfactory. We believe a careful investigation will convince you that the stamp is worthy of your most careful consideration and our experience warrants us in highly recommending the Company.

Olds, Wortman & King

Morrison Park, Tenth and Alder Sts., Portland, Ore.

Replying to your inquiries of May 2nd regarding our use of and experience with the Green Trading Stamps, to your first question we would answer that we have used them since the first of September, 1912. To the second question, we have increased our business about 20 per cent. Third question, we do not find that their use influences the better trade one way or another, that we have been able to determine.

To your fourth question as to whether or not we would be glad to drop them, we would answer very surely not, and we are only sorry that we did not adopt the system much sooner than we did, as we find that through their use nearly the entire increase of business has been in cash receipts, which as you know, is very desirable.

will tell you how we have succeeded.
graphic shows how nation-wide our system is.
and from today.

HUTCHINSON COMPANY

STAMP CORPORATION

2 West 45th Street, New York

sand, four hundred and ninety-seven people who did not get a Burroughs message; and, not of the fifteen hundred and three people who permitted our salesmen to come around and do all the educating.

Here's one on the "Brain of the Burroughs You Buy." We got one reply for that.

HOW THE NEW POLICY AFFECTS SALES

Now, this year we have stopped trying to get replies. We have stopped keying our advertisements. We don't know how many replies we get from any one publication. I think it is safe to say that from our full-page space in the *Post* now every month we are getting fewer replies even than we had last year; and the total of our replies last year from the *Post*, one ad a month, two million a time—twenty-four million in all—was two thousand, four hundred and seventy-three—about one tenth of one per cent.

We are not keeping track now. We don't care. What we are after is an educational message, and since we started on that plan in June our sales have increased by millions. The men are in favor of it. Everybody says, "Go ahead and give us some more," and the sales keep rolling in. When I left the office this afternoon our sales for October were exactly double what they were a year ago—last October, at this time. Now, there's something to that. We feel it, and the whole field force is feeling it now.

Here's another sidelight on the proposition. We have had out there an enormous, big prospect file, containing nearly six hundred thousand names. When we found a man had actually gone out of business, we dropped his name, but unless he had actually gone out of business, we kept him there. Even if he bought a machine, we kept him there, because thirty-eight and a half per cent of our sales are made to our users, and therefore our users are our best prospects.

We made an analysis of our files for eight different territories,

taking them from the East, West, North and South. We found this: That we had sold twenty-three per cent of the people in our list who had inquired in those eight territories; but that we had sold thirty-three per cent of the people who had not inquired in those territories. In no one of the eight territories had we sold more people who had inquired than had not inquired. It was always the other way. It sort of looks to us as though it was a poor thing to get a man to inquire, at least for a book—for something free—for nothing.

Now, we are reasoning this way in our advertising, that if the prospects in the country, numbering two million or more, really knew what a Burroughs would do for them in the way of saving time, insuring accuracy, and giving them without any cost the facts and figures of their business, on which to build for better profits—if they really *knew* this, they would be clamoring to buy. They would mob our hundred and seventy offices around the country. They would be sitting on the doorsteps in the morning waiting to buy machines. Now, that's the truth. If they only *knew*. We believe that. It is, then, an educational problem.

Advertising, of course, is the cheapest possible method of educating people in a business way. Salesmen can call and do this educational work, but advertising can do this work more cheaply and more generally than personal salesmanship. The salesman will always be needed to finish the education and close the orders—the hardest part of the work.

Now, our advertising can be aimed to get people around the country to hold up their hands and give permission for a salesman to do all the educational work at his expense of time and money. Or, advertising can be aimed to educate the whole mass, just a little way here, a little way there, to the realization of the need of a machine for handling figures.

That is the course we are adopting. Our salesmen therefore have

The publication date of The American Magazine is advanced nine days!

Effective with the January issue, the publication date of The American Magazine will be advanced from the 25th to the 16th of the month preceding date of issue.

The January issue will be on sale December 16th.

The closing date for advertising will remain unchanged—the 15th of

the second month preceding date of issue as heretofore.

The new schedule can be maintained only by exact punctuality. Punctuality in closing the advertising forms! Punctuality in the printing department! and in the bindery! and in the mailing room!

Advertisers and Advertising Agencies will please note that the

January Forms Close Punctually On November 15th

The American Magazine

LEE W. MAXWELL, Advertising Manager
381 Fourth Avenue, New York

JAMES D. FULTON, Western Advertising Manager
Tribune Building, Chicago

TEXACO MOTOR OIL

The Severest Test For Your Motor Oil

DURING cold weather and on bad roads a motor lubricant shows itself at its best or worst. In such conditions are embodied the severest test which an oil has to meet.

How will the oil you use meet these conditions this winter? Many passably good "fair weather" lubricants congeal, grow "lumpy" and lose their power of lubrication in zero weather. The result is lost pleasure and costly motor repairs.

Texaco Motor Oil shows a zero cold test. It flows freely at that temperature.

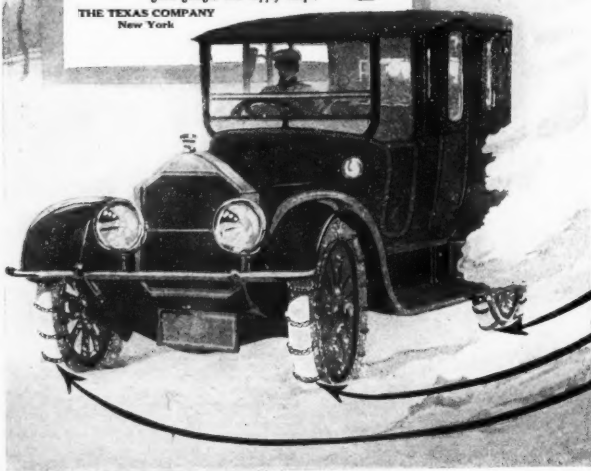
Winter or summer it unfailingly helps your motor deliver its maximum power with minimum consumption. It never deposits a hard carbon crust.

Make Texaco Motor Oil your all-the-year-around lubricant, and forget lubrication troubles.

Write for interesting booklet, "Motor Miles." The reading of it will be worth your while.

In 1 and 5 gallon cans at most good garages and supply shops.

THE TEXAS COMPANY
New York



(From the November issue of Motor)

Take Notice!

—Anti-Skid Chains on the Tires As They Should Be.



Here's an example of consistency in picturing an automobile in a scene of snow. All four tires are equipped with Anti-Skid Chains. We congratulate both the advertiser and the artist.



WEED CHAIN TIRE GRIP COMPANY

Advertising Department

37 WEST 39th STREET, NEW YORK

Manufacturers

here's a new way to sell more-and be classed among the best:

A NEW Idea backed by a **\$1,000,000** Investment owned by a number of able, practical business men
ALL known for their success:

RIGHT here is the chance for you, Mr. Manufacturer to not alone help your sales, but to open up new territory—establish New markets—Join the "America First" idea—be one of those who show and sell their Made-in-U.S.A. Products at

OVER \$1,000,000 are invested NOW and as much more as is needed will be forthcoming to make this the MECCA of export buyers—and the American people who want to know of the best that American Manufacturers can produce—

the National Advertisers' permanent **WORLD'S FAIR** **GARDEN PIER** Atlantic City N.J.

The same people, 4,000,000 of them, who have often read about your products, will be convinced by SEEING your actual goods at "Garden Pier"—that means clinching the effect of your advertising—making actual sales to representatives of four-million families from all parts of America who pass through this pier each year.

KEITH'S THEATRE is at the extreme end of the pier, drawing crowds twice daily—the beauty and novelty of the pier itself, draw many more people.

Nothing SELLS and HELPS SELL goods LIKE A Demonstration.

Write to our New York office (Suite 1001-1007 286 5th Avenue) and reserve your copy of our big complete book now being printed

Pier Realty Holding Co.
Executive Offices 929 North Third St.
Philadelphia



NATIONAL ADVERTISERS' PERMANENT WORLD'S FAIR



to go out and get their own returns, not in the shape of inquiries, but in the shape of signed orders, and they are doing it.

We have, as I say, stopped entirely, in our national advertising, offering any free books. In this ad you have to read clear through here and down to the very last paragraph until you see you have a chance to have a salesman call and show you the machine. The same thing is true of other page advertisements we have run. Nothing free in them. They tell about the machine, and are educational, pure and simple. We are going after the mass of people in the cheapest possible way, by national advertising in publications like the *Post*.

Then we are going after, always in an educational way, the prospects that our salesmen are calling on, as shown by their daily reports. We have a mailing list made up from these daily reports, and a name stays on it six months from the date of the salesman's last call, and is then dropped.

There is a lot more I could tell you about how we are doing some of this educational work in an indirect way. Some time maybe I will, but I think my ten minutes is now up, and I thank you.

Greig with Dunlap-Ward

Carlisle N. Greig, formerly with Lord & Thomas, Chicago, has been made vice-president of the Dunlap-Ward Advertising Agency, with headquarters in Detroit. Mr. Greig was at one time with the George Batten Company, of New York.

Croup Remedy in Newspapers

The Spurlock-Neal Company, Nashville, Tenn., has begun a newspaper advertising campaign in that territory for Menth-Alba, a croup remedy. "Human interest" is being introduced into the copy by word and picture.

Florida Cities Will Advertise

D. C. Gillett, president of the Tampa, Fla., Board of Trade, is heading a movement to advertise the State for tourist purposes. Other cities in Florida are being interested in the plan.

The advertising of the Republic Motor Truck Company, of Alma, Mich., is now being handled by the Detroit office of the Taylor-Critchfield-Clague Company.

"American Printer" Buys Two Trade Papers

The Oswald Publishing Company, New York, publisher of *The American Printer*, has purchased the *Printing Trade News*, a New York weekly publication, and the *Master Printer*, which has been published monthly in Philadelphia. These two publications will be absorbed by *The American Printer*, which in the future will be issued semi-monthly.

California Toilet Preparation in Eastern Papers

The Laughlin Fruit Refining Company, Los Angeles, is using a list of Eastern newspapers to introduce California Citrus Cream, a new greaseless facial preparation. It is claimed that it removes dirt and soap from the pores, without leaving that "shiny" look. It is put up in a disk-bottom tube that stands alone and sells for 25 cents.

Chalmers Shipments Gain 302 Per Cent

Shipments of the Chalmers Motor Company for the quarter ended September 30 showed a gain of 302 per cent over the same period of 1914. The company sold 150 more cars in July, August and September this year than were sold in the first nine months of the fiscal period ended June 30 last.

VanSicklen Joins Taylor-Critchfield-Clague

Fred W. VanSicklen, formerly on the staff of the *Commercial Vehicle* and other publications of the Class Journal Company, and who has been connected with automobile advertising since its infancy, has joined the Detroit office of the Taylor-Critchfield-Clague Corporation.

Irvin J. Oswald with Kuppenheimer

Irvin J. Oswald has resigned as manager of the advertisers' service department of the *American Carpenter and Builder*, Chicago, to join the publicity staff of the House of Kuppenheimer, of that city.

New Agency in Utica, N. Y.

Edward W. Moore, who has been associated for several months with the Frank DuNoyer Advertising Agency, of Utica, N. Y., has started the Moore Advertising Agency in that city.

Cheltenham Gets Chalmers Account

The account of the Chalmers Motor Company is now being handled by the Cheltenham Advertising Agency, New York.

No American journal exerts greater influence or wields a greater force in the United States than "John Bull" does in Great Britain.

JOHN BULL

is read by all classes—millionaire to artisan—and to *everyone* in Great Britain the phrase "write to 'John Bull' about it" is almost as well known as "England expects every man to do his duty."

Figure out the proportion for yourself:—

Great Britain's 40 millions against the U. S. A.'s 100 millions make "John Bull's" "over-a-million-a-week" (net-net-net) the equivalent of 2,500,000 in America.

Every line—including the advertisements—is carefully read.

At \$500 per page it is the cheapest medium on earth. "Write to 'John Bull' about it" if you require information regarding Britain and the British.

Philip Samuel

Advertisement Manager

93 & 94 Long Acre,
London, W. C.

Published weekly by the House of Odhams

Advertiser Challenges a Whole Industry

Water Filter Manufacturer Throws Down the Gauntlet to Bottled-water Purveyors—A Wide-open Opportunity Is Thus Afforded the Bottlers to Advertise Their Wares

WILL the concerns that furnish bottled spring water to the inhabitants of New York City accept the challenge that has been offered them, or are they "too proud to fight"?

The challenge is contained in the advertising of the Duplex Filter System, Inc., that has been appearing in the newspapers. It is a call upon the bottled-water people to advertise their wares—to defend themselves before the water-drinking public.

True, the filter manufacturer does not come out in so many words and demand a show-down of the bottlers, but the implied challenge is there, nevertheless. If it is met with a policy of silence, quite likely there will be users of bottled water who will be convinced of the truth of what the filter company asserts. In fact, many are already convinced, apparently, for the advertising has given the names of many nationally known concerns now using the filters.

New York is dependent on the Croton watershed for its water supply, the daily consumption averaging 350,000,000 gallons. Despite this huge amount of city water that is used each day, thousands of offices and homes are supplied with bottled spring water for drinking purposes. There are many persons who have believed the bottled variety possessed greater purity and, in addition, it is delivered in a form convenient for cooling by means of the ice tanks that the bottlers furnish.

Now comes the Duplex Filter advertising and quotes the Commissioner of the Department of Water Supply as saying that Croton water is "safer to drink than most bottled waters." "All authorities agree," conclusively

Directory of Britain's Great Advertising Media

Short Synopsis of Class, Circulation, Scope, Rates, &c.

"PUNCH" THE most famous and most widely quoted humorous paper in the World. Wields wonderful power in political and social life, and is one of the essential British Institutions. Was the first high-class illustrated paper in London to state and guarantee Net Sale, and is so far the only one in its class so to do. Advertising rates based on Net Sale each week of 100,000. Net Sale is now in excess of 150,000. 10 Bouverie St., London, Eng.

THE OBSERVER

(Founded 1791)

The Oldest and Leading Sunday Newspaper.

Certified Net Sales Over 200,000 Weekly
Advertisements \$5.00 per s. c. inch

12-14 Newton Street, Holborn, London



"The Passing Show" gives Britons in over 180,000 homes the World's news and views in Cartoon and type.

"Quality contents make Quality Circulation"
Rate \$150.00 per page

Address Correspondence 93, to Long Acre,
London, W. C.

ISSUED WEEKLY by The HOUSE OF ODHAMS

THE LARGEST NEWSPAPER SERIES IN GREAT BRITAIN

Hulton's 6,000,000 Group

Picture Papers, Daily Papers, Weekly Papers, Morning Papers, Evening Papers. See large announcement on following page.

THE HULTON COMPANY

Daily Sketch Building

London, England

THE SPHERE

NOW GREAT BRITAIN'S FOREMOST
ILLUSTRATED PAPER.

Compare it with any other week by week.

Price Sixpence

THE TATLER

QUITE THE LEADING ENGLISH
ILLUSTRATED SOCIETY PAPER.
THE FAVORITE WITH ALL.

Price Sixpence

TWO BRITISH INSTITUTIONS THE FIELD

(Weekly, Price 6d.)

The Standard Authority of the World on Sport, Travel, the Estate, the Country House and the Interests of the Country Gentleman.

Offices: Windsor House, Bream's Bldgs., London, England

THE QUEEN

(Weekly, Price 6d.)

The Premier Lady's Newspaper. The recognized authority on Social Matters, Fashions, and all the Interests of the Educated Woman.

THE ILLUSTRATED LONDON NEWS

THE OLDEST AND BEST ILLUSTRATED
PAPER IN THE WORLD

Office for Advertisements: 195 Strand, W. C.

The Illustrated Sporting and Dramatic News

THE LARGEST SALE OF ANY COUNTRY
GENTLEMAN'S NEWSPAPER.

Offices - - - 172 Strand, London

THE SKETCH

THE GREATEST TRIUMPH IN MODERN
ILLUSTRATED JOURNALISM

Office for Advertisements: 195 Strand, London

The Lady's Pictorial

THE LEADING LADY'S
NEWSPAPER.

Offices - - - 172 Strand, London

Specimen copy of any of the above publications with fuller particulars can be obtained from The Dorland Special Agency for British Publications, 366 Fifth Ave., New York.

MAKING GOOD IN GREAT BRITAIN

Names that are "WRIT LARGE" in Newspaperdom

"DAILY SKETCH"

National Picture Newspaper, half-penny, every morning.

"EVENING STANDARD"

London's Dominant Evening Newspaper. Daily, one penny. Circulation equal to combined circulation of all London penny Evening Newspapers.

"DAILY DISPATCH"

The Newspaper that sways Lancashire and the North of England, half-penny, every morning.

"EVENING CHRONICLE"

Lancashire's greatest and most widely read Evening Newspaper, half-penny, every evening.

"SUNDAY CHRONICLE"

National Literary Sunday Newspaper, one penny, Sunday. Circulation a million.

"ATHLETIC NEWS"

The only Newspaper devoted exclusively to Athletics, Sports and Pastimes.

"UMPIRE"

National Sunday Newspaper of the Industrious Working Classes.

"SUNDAY HERALD"

The greatest and best Sunday Picture Paper, the success of modern journalism, one penny, every Sunday.

The keynote of the success of the **HULTON SIX MILLION GROUP** is the fact that the papers have exactly gauged—and given—what the British public want every time.

Every paper appeals to popular fancy

Hulton's is the only group that can give you a truly National campaign or a try-out campaign in the most wealthy, populous and fertile field in Great Britain—Lancashire.

*Write for specimen copies and rates to HULTON'S, "Daily Sketch"
Buildings, London, England.*

How Pyrene Broke into Dividend Column

(Continued from page 12)

fore this we had all been occupied with other and more pressing problems. Now, when I came to elaborate on the dealer work, I discovered we had no dealer list. They could not be circularized. Furthermore, there was nothing to show us where we were weak and where strong, except in the most general way.

"My first move was to make an analysis of the Pyrene market. I made a country-wide investigation. The upshot was to start an advertising drive in a new direction that had the immediate effect—reckoning in, of course, the preliminary effort incidental to it and the dealer-work which was a part of it—of helping the sales effort all along the line. It made August the biggest month to that date and then put September, before that the worst month of the year, on top of it. The hoodoo is broken, and sales are still piling up in an unprecedented way. Increases of 200 and 300 per cent in territory returns are almost the normal thing by this time!

BIGGEST MARKET THE HOME

"The advertising had started in the electrical papers, then had gone into the motor boat, cleansing and dyeing, automobile and railroad papers and at last into the farm papers and general magazines. My trade investigation last summer had shown that Pyrene was deeply entrenched in the automobile field, had the motor boat business pretty well to itself, and was getting a strong foothold industrially and was making a strong place for itself in the home. And thus still further fortified in our opinion that the greatest potential market was the home, we concentrated our general advertising on it.

"We were satisfied from experience that a whole campaign of hammering away on 'Save your property!' while a perfectly logical one, would not precipitate action, would not make a man get

up out of his chair, put on his hat and go out forthwith to buy a Pyrene fire extinguisher. He would probably merely translate the frantic warning into terms of insurance, and sit tight, if he carried a policy.

"A man's family is worth more to him than his house or furniture. His very heart is in his wife and child. That was the burden of the thousands of letters we had received. Men wrote them because their wives and children had been saved to them."

REAL FLESH-AND-BLOOD EXPERIENCES

The old magazine and farm paper copy had been of the argumentative, reason-why, but very general type. It approached the story type only occasionally. The new ads for the magazines played up the exciting experiences of real flesh-and-blood people, the evidence of which was on file in the Pyrene office.

"Mother says Pyrene saved my life," is one heading. It begins:

"I was in my beddie-by, dreaming about a white horse. I woke up and the room was awfully smoky.

"'Daddie, the house is on fire!' I cried.

"Daddie was asleep, but Mother heard me and woke up Daddie and they both ran into my room.

"Daddie took me in his arms and Mother got the Pyrene that hung in my bedroom."

The fire, as the ad goes on to tell, was out before the fire engines came.

This is a true story. The picture of the little boy who tells it was put into the ad and a pen drawing of the incipient fire.

Another ad is headed: "Pyrene Saved John's Bride." "Betty was alone making doughnuts for John." Her dress caught fire, but she grasped Pyrene and put it out "in a jiffy." Then, when he heard about it, "John rushed home. He gathered Betty, burned gown and all, to his heart. 'Bless Pyrene,' he said in a husky whisper, over and over."

This is also a true story. And there are more true stories of a

(Continued on page 100.)

THE AYER & SON ADVERTISEMENT
(Concluded)

before the "day-boo" of the Dakotas in the stellar rôle is possible and that is population. Nature has been lavish in her generosity by endowing the Dakotas with limitless resources that are fairly shrieking for development. The possibilities of this vast area are wonderful. Think of a territory of over 94,000,000 acres occupied by about 1,400,000 people. Perhaps you can get a better conception if we say that were the Dakotas apportioned among their population, there would be about seventy acres to each person, while in the City of New York there are fifty people to each acre.

"You need North Dakota, North Dakota needs you" is a slogan that could and should be taken seriously by thousands of people in the United States, and it refers to Brother South Dakota as well as Brother North. Some of those fifty-to-the-acre in New York City could profit by a better knowledge of this north-west country.

But how are they to know? Who is going to tell them how, with practically a handful of people, you produced 113,166,000 bushels of wheat, 109,265,000 bushels of oats, 92,000,000 bushels of corn, 47,825,000 bushels of barley, 12,258,000 bushels of potatoes, 9,455,000 bushels of flax, to say nothing of fruits, vegetables, dairy and poultry products, live stock, wool, hides, minerals and stone?

Where are your booster clubs, your chambers of commerce, your land owners—yes, your State governments themselves—that they are not spreading the wonderful story of the Dakotas to secure the much-needed population that will place the Dakotas in their proper niche in the Hall of Fame of the United States?

How are people to know that the richest 80 square miles on the globe is right in your midst? Why don't you take advantage of

the 500,000,000,000 tons of lignite coal your land is underlaid with and promote your manufacturing possibilities?

Surely it would mean a lot to some people to know that the per capita wealth of North Dakota is larger than any other State in the Union, or that for the past twelve years South Dakota has ranked first in the production of new wealth per capita.

Why don't you advertise? There! it's out! You knew we were going to talk advertising, because that's our business. We didn't promise we wouldn't, but you should listen—and make advertising your business. That's the way to tell your story broadcast—tersely and economically.

Oh, sure, advertising for population has been done before, but we at Advertising Headquarters feel that the best has not yet been done. We think we have a few tricks up our sleeves, not quite so theatric as the phrase just used, but just as efficacious, and perhaps just as startling as the "Great Kellar's."

And there are your State schools with their prodigious endowments of land that represent invested school funds of \$125,000,000 and \$50,000,000.

Why not spread the story of the Dakotas through pupils coming from other States? Why not keep these same pupils when graduated to help swell that needed population? We are at present placing about 80 per cent. of the school advertising done in this country.

Our clients are numerous and extend from New Mexico to Maine. Their products are as diversified as the manufactures of this country. Our experience with so large and diversified a clientèle has pre-eminently equipped us to handle the advertising needs of the Dakotas today—and to-morrow.

N. W. AYER & SON

PHILADELPHIA

NEW YORK BOSTON CHICAGO

The Northern Farmer

*North Dakota's Foremost
Farm Paper*

**Guaranteed Paid
Circulation Over
70,000**

Application filed for membership to the

**AUDIT BUREAU
of CIRCULATIONS**

The NORTHERN FARMER is a semi-monthly Live Stock and Agricultural Journal devoted to the interests of Farmers and Stockmen in

North Dakota
(Circulation 28,147)

AND

**Northwestern
States**
(Circulation 45,526)

For copies of publication, advertising rates, circulation details or other information, address nearest office.

New York Office
S. M. GOLDBERG
225 Fifth Ave.

Chicago Office
RYAN & INMAN
332 So. Michigan Ave.

Minneapolis Office
R. R. RING
707 Globe Building

like nature coming, all taken out of the grateful letters on file at the Pyrene office.

The new farm-paper copy is of a similar character. "Pyrene saved my barn and all my horses," says one. "My barn caught fire in the night—I never knew how. The whinnying of the horses woke me up," etc. The illustration shows the vain attempt to take the frightened horses out, while the owner is shooting Pyrene on the flames.

Every farmer, every parent, will read copy like these examples. They are true, they are exciting, and told with simple feeling. Advertisements like these can hold their own with the best pages in the editorial section because they are pages out of life.

Another feature of the ads is worth noting—their borders of wavy black and white, which suggest fire.

This advertising is appearing this fall in fourteen national and eleven farm publications, 109 ads in all, which will reach a total circulation of 32,304,918. The farm papers alone reach over a million of that. It is being linked up with exhibits and demonstrations wherever the farmers gather.

PAINTED WALLS AND BULLETINS

Besides the magazine and farm paper space, the company now has a number of painted walls, bulletins and signs on main-traveled highways with special reference to the automobiling public.

Coincidentally with this began a campaign on the dealers, to get new dealers and stimulate old ones. It was shown that hundreds of thousands of Pyrenes were in use and that nevertheless the market was still almost untouched. It was pointed out that they were selling Pyrenes in competition with not a single nationally known, trade-marked extinguisher. Offer was made to those stocking a dozen Pyrenes to send a salesman to display, demonstrate and sell them for them; to send a moving mechanical sign for the window; send booklets, leaflets and folders, moving-picture slides,

cuts, electros, advertisements, window displays from time to time, a big outdoor banner and a metal sign to stand out from the store.

The home mechanical sign was devised for exhibition at the Panama-Pacific Exposition and received a great deal of attention there. Two or three hundred of them are being built and will be circulated among the dealers. Among the trade aids are the display fixture to hold the extinguisher, set of hand-lettered cards, "Safety-First" and automobile posters, and garage cards.

LETTERS FOR DEALERS' LISTS

The house also offered to furnish "processed" letters and addressed envelopes ready for stamping to dealers who send in their lists. The newspaper electros sent out on request provided the borders and headlines of the prepared ad. This gave only incidental mention to Pyrene and the body of the ad to the dealer's own stock.

The literature furnished the dealer for distribution consisted

of attractive little folders and booklets for envelope stuffers, etc., dealing with the protection of motor cars, motor boats, moving picture theatres, cotton mills, factories, electric service and the home, describing the mechanism of the pump and giving reasons why Pyrene is superior to the old types of extinguishers. Special literature is addressed to the fire chiefs and to automobilists, and there is a book of facsimile testimonials. All of the literature is running above 2,000,000 pieces a year. Most of it goes through the dealers. They also get proofs of every advertisement published and use many of them in their windows.

Following this specialization of effort, the house started a second house-organ, called "The Pyrene Punch," which was of an entirely different character from the "Bulletin." The "Bulletin" is a small magazine aimed at educating the fire insurance companies, fire departments, school departments, factories and other consumer classes. The "Punch" is a business-getter

"We keep a careful record

of our inquiries and sales," writes a manufacturer in Buffalo, "and find that the AMERICAN EXPORTER produces a large number of direct sales; which we consider remarkable evidence of its value, since all sales made through the AMERICAN EXPORTER are in foreign countries and 90% of them have to be made by correspondence alone."

This manufacturer has been advertising thirteen years steadily in the AMERICAN EXPORTER. Why don't you, too, use its profitable service?

AMERICAN EXPORTER 17 Battery Place
New York

Established 1877, and published in four editions

ENGLISH

SPANISH

PORTUGUESE

FRENCH

Mushrooms

grow over night, and some printing establishments are of the same species, they soon become wilted and die.

Charles Francis Press

came into being in April, 1894, and by the assistance of its customers and its employees has steadily climbed the twenty-one steps to the top of the ladder in the giving of *Service, Quality and Real Character Printing*, such as large and small catalogs, magazines, publications and all kinds of Commercial Printing. All the facilities you could ask for in Printing and Binding. See our booklet, a "Feather in Our Cap." A postal will bring it.

Our Motto: *Every customer a solicitor for us*

OVER TWENTY YEARS AT
30-32 West Thirteenth Street
Telephone 4090 Chelsea New York City

issued in newspaper size and get-up, but printed on only one side of a single sheet.

"Its purpose," says Mr. Allen, "is to jolt the dealers and salesmen with good selling upper-cuts."

Each issue carries a sales cartoon done by Howell, and the doings of the big Pyrene family are recited in a newsy and breezy way under big headlines. It is the most inexpensive kind of a house-organ thinkable from a paper-and-ink point of view, but it bears the earmarks of a lot of hard reportorial and educational work in the large number of news and sales items interspersed with ginger-talk, picturesque and imaginative skits and personal allusions, all brightly written and captioned.

SELLING A GAME

"I want my men to look on selling and advertising as a game," says Mr. Allen. "Whatever the critics say, it is a game—if we make it so, the bulliest game in the world. Nobody can do his best when his heart is not in a thing, and it takes a game full of serious fun, good-humored rivalry and kaleidoscopic changes, but the certainty of appropriate rewards at the end, to put heart into us."

The "Punch" was really started to inaugurate a new game, the big "\$300,000 quota contest" and keep it on the high speed. That is the number set as the year's sales mark, dating from September 1. It almost equals the amount sold in the last two years. Each branch has been allotted a quota,

based on the worth of the territory from a market standpoint, the number of dealers and other factors. Each salesman, too, has a little quota of his own. The stakes are a big silver loving-cup and \$1,000 in cash prizes, as well as individual medals for the star salesmen.

The alertness of the Pyrene organization is admirably exemplified by the way in which it took

Circulation over 600,000 Pyrenes

The Pyrene Punch

THE WEATHER
Pyrene Dealers all
over U.S.

VOLUME 1, NO. 1 NEW YORK, FRIDAY, OCTOBER 1, 1933 PUBLISHED WEEKLY

SEPTEMBER SALES SMASH RECORD WITH 100% INCREASE

AMERICA GETS READY FOR FIRE PREVENTION WEEK

October 1 is September's closing day at Century City. Pyrene's September drive, which began on September 1, has been a smashing success. The sales of Pyrene have increased 100% over the same period last year. This is a record for any company in the history of the Pyrene organization. The success is due to the fact that the Pyrene organization has been working hard to increase its sales. The Pyrene organization has been working hard to increase its sales. The Pyrene organization has been working hard to increase its sales.

MOVIES OF A BUSY WEEK FOR PYRENE DEALERS

BIG \$300,000 CONTEST SWINGS INTO ITS SECOND MONTH

The contest, which began on September 1, has been a smashing success. The sales of Pyrene have increased 100% over the same period last year. This is a record for any company in the history of the Pyrene organization. The success is due to the fact that the Pyrene organization has been working hard to increase its sales. The Pyrene organization has been working hard to increase its sales. The Pyrene organization has been working hard to increase its sales.

FARM HOUSES APPLAUD PYRENE

The Pyrene organization has been working hard to increase its sales. The Pyrene organization has been working hard to increase its sales. The Pyrene organization has been working hard to increase its sales. The Pyrene organization has been working hard to increase its sales. The Pyrene organization has been working hard to increase its sales.

WATCH FOR THE NOVEMBER PUNCH

The Pyrene organization has been working hard to increase its sales. The Pyrene organization has been working hard to increase its sales. The Pyrene organization has been working hard to increase its sales. The Pyrene organization has been working hard to increase its sales. The Pyrene organization has been working hard to increase its sales.

THE HOUSE-ORGAN IS GIVEN A LIVELY JOURNALISTIC FLAVOR

advantage of Fire Prevention Day, October 9, so named and signaled by the Safety First Federation of America. The September number of "The Punch" had already been distributed when this was announced, but by the time the October 1 issue came out, it carried a reminder of the plan already made and announced to salesmen and dealers to have a whole Fire Prevention Week of its own, from October 3 to 9.

"In fact," said Mr. Allen, "we

bombarded every dealer with enough Fire Prevention ammunition to sink an ordinary navy. We arranged matters so that every mayor, every fire chief, every minister, and almost every other kind of notable in every city and hamlet where there is a Pyrene dealer received a Fire Prevention letter.

"The mayors were asked to set aside one day officially as Fire Prevention Day. That was Saturday, October 9. So far we were acting in accordance with the Safety First Federation. Clergymen were asked to preach a sermon on fire prevention, and the fire chiefs were asked to hold a public demonstration of how to put a fire out quickly. One day of the week was set aside for the meeting of a Fire Prevention Committee, another for Ladies' Day, etc.

"Our dealers were supplied with all the necessary letters and were given full instructions as to how to take the initiative in the matter and start a movement that would not only lead to heavy Pyrene sales, but would be of inestimable benefit to the community and would be supported by every public-spirited citizen. They were also urged to keep a Pyrene display in their window for the whole week, and especially to show the special Fire Prevention poster in red and black.

Not the least interesting part of the Pyrene campaign is its war sales in Europe. It had previously been doing a good business in England and on the Continent, but sales have been leaping during the past year of warfare.

"More than 68,000 Pyrenes and thousands of gallons of Pyrene liquid," says Mr. James, "have been sold for use on aeroplanes, automobiles and motor trucks, including those of England, France, Italy and Russia. You know many of our fire departments in this country carry them on their trucks and motor-cycles. The English War Office issued an order at the outbreak of the war that every commercial vehicle taken over by the department, as well as every vehicle already in

use, must be equipped with Pyrene extinguishers.

"Every British warship, including submarines, is equipped with Pyrenes. And so is every warship in the Dutch navy—there are *two of them*, I believe. The interest of the government probably is due to a fire which broke out in a troop transport having been quickly extinguished by the use of Pyrene. I don't know of Pyrene's being used in the trenches. The automobiles in the war zone all carry it.

"Recently in Havre, a fire started in a shed where 50,000 barrels of gasoline were stored. Two barrels containing 50 gallons each became ignited, and it looked for a time as if the whole neighborhood would go. But the fire was extinguished with 48 Pyrenes. On a great many occasions, Pyrene has saved soldiers from being burned to death. We are told that it is brought into active use by the British Army at least 50 times a day."

Two other real competitors have now entered the field, but it is clear from the character of Pyrene's sales work, from the extent and intelligence of its advertising, and from the merit of its article, that it can defy even the severest competition for years to come. The immediate results of such a campaign on the part of all three would most likely be to dispose of the older and more expensive extinguishers in the industrial fields and develop more quickly the immense possibilities of the home field.

One or two to the average apartment, house, barn, stable, garage, with cases or brackets to hold them and additional reorderers of liquids are the requirements of the new market, as the Pyrene Company sees it.

Canned Beef Stew Advertised

The R. C. Williamson Company, New York, is advertising Royal Scarlet Beef Stew, which sells at retail for ten cents. The copy reads: "A Nourishing Meal—For a real bang-up tasty meal there is nothing can equal the delightful flavor of Royal Scarlet Beef Stew. There is a complete meal in each can. Add half amount of water to the can and heat five minutes. All ready to serve."

Printers and their Specialties

Advertisers Can Consult with Profit, this List
of Printers, When Planning their Next Job

**High-grade Printing
and Ad Composition**
**A. COLISH, 106 7th
Avenue, New York**

PRINTING THAT SELLS GOODS

We print booklets and catalogues
for particular advertisers because
we know

PRINTING, COPY, ENGRAVING ART

Send for samples and specifications

READ PRINTING COMPANY

HIRAM SHERWOOD, President

106 SEVENTH AVENUE, NEW YORK

Color Plate Engraving and Color Printing

We operate the largest establishment east
of Chicago and most modern and complete
in the country. **Large edition color
printing** is now successfully executed at
much reduced prices, placing high-
grade color illustrations within the reach of
all. Direct by Mail advertising rendered
more efficient by using our service.

Estimates Cheerfully Furnished

ZEESE-WILKINSON COMPANY
424 - 438 West 33rd Street, New York

Specify

"CROWELL BINDING"

when you order books or catalogs.
You will then get your money's
worth. All styles of cloth,
leather and paper in quantities.

THOMAS Y. CROWELL CO.
426-428 West Broadway, New York

DIRECT ADVERTISING

After receiving our book, "Tapping The
Dealer On The Shoulder," one New
York Sales Manager wrote and request-
ed that we send three more copies. He
explained that he wanted to place them
in the hands of his District Managers.
This is the only argument we offer, to-
day, in favor of the book. Is it enough
to make you send for a copy?

*Sent free to manufacturers
or their executives*

THE MOORE PRESS, Inc.
30-38 Ferry Street New York, N. Y.

"**W**E realize that your shop is one
of the best—if not the best—of
its kind in the city. I appreciate
it, as that part of our work is in my
care. If your service is the same to
all your clients as it is to us, and they
are not more than satisfied, then the
Saints up above couldn't set their ads.
Sincerely yours." (Name on request.)

*The biggest Advertising Agencies in
New York have their ads set by us*

C. E. RUCKSTUHL, Inc.
Typographic Service
27 EAST 31ST STREET, NEW YORK

Booklets & Catalogs

MANY of America's
prominent adver-
tisers and advertising
agencies like the George
Batten Company, J. Wal-
ter Thompson Company,
Frank Seaman, Inc., Fed-
eral Agency and others,
requiring high-class
booklet and catalog
work use the—



Printers of "PRINTERS' INK"

30 West 13th St., New York

WE think it is just
as much an art to
put ink on paper as to
put paint on canvas.

THE KALKHOFF CO.
216 W. 18th Street, New York



Write for These Two Booklets ---

"The Advantages
of Color in Booklet
and Catalog Ad-
vertising and Tic-
onderoga Special
Magazine Paper."

"Line Cuts and
Type Printed on
Ticonderoga Egg-
shell Book."

*You need them in
your business*

**TICONDEROGA
PULP & PAPER
COMPANY**

*Members of the Paper Makers'
Advertising Club*

200 Fifth Ave., New York City

S. Roland Hall's Definition of Advertising

S. Roland Hall, manager of the Alpha Portland Cement Company, of Easton, Pa., was the guest at the weekly luncheon of the Poor Richard Club, of Philadelphia, last week. The best definition of advertising, according to Mr. Hall, is "interpretation." "The public," he said, "has so many sensational facts flashed before the eye that a man must depart from the cut-and-dried card announcement if he wants to win attention. Unless he adopts novel methods and puts his arguments forth forcefully he will receive only a minimum of return. Make the copy newsy—tell the readers something they really want to know. That's advertising in its very best meaning and in its fullest force. Make the people read your stuff by arousing their interest."

"A mistake that many advertisers commit," said Mr. Hall, "is the effort to sell their commodities through advertising alone. They forget that they have sales forces especially trained for such tasks. The advertisements set forth in minute detail full descriptions of every article in the man's store, to do which requires the use of tiny type in small places. That doesn't pay. Just give the reader a reminder, just draw his attention to the article. If he wants it he will go to your store. Then it's up to the salesperson."

To the Man Without an Enemy

You have no enemies? Then you have never dared to stand up for the right against wrong, you have never protected the weak against a bully, you have never dared to defend your own rights against oppression.

Had you done any of these things you would have made enemies. Even if you had done none of these things, but simply achieved a little more success in your business than did your neighbor, you would have an enemy, for failure always hates success.

The man who has no enemies should be ashamed of it. As Thomson once said: "Beware envy withers at another's joy, and hates the excellence it cannot reach." Remember this, all you who are at peace with the world.—Rochester Bumble-Bee.

F. W. Ayer Heads N. J. Baptists' Convention

For the twentieth time F. Wayland Ayer, of N. W. Ayer & Son, was last week elected president of the New Jersey Baptist Convention at Newark, N. J. The action was unanimous.

Denver Club Membership Open to Women

The Denver Advertising Club has voted in favor of accepting as members women who are interested in advertising as a vocation.

Retailers Working for Stevens Bill

Conference of Independents in New York City Endorses Measure After Hearing Speeches in Favor of It—State Senator Explains New York's New Law Based on PRINTER'S INK Statute

A CONFERENCE of Independent Retailers of the Metropolitan District, held at the Hotel Astor, New York, October 27, adopted resolutions upholding the Stevens Bill and protesting against unfair methods in fighting it, after hearing addresses on the subject from Dr. Lee Galloway, associate professor of commerce and industry at the New York University School of Commerce, Accounts and Finance, and Charles Dushkind, counsel for the Tobacco Merchants of America.

Previous to the consideration of the situation of the Stevens Bill, Senator Ogden L. Mills, of the 16th New York District, outlined the new policy of the State

with regard to punishing false and fraudulent advertising. Under the old law, he pointed out, only false statements made in daily or other publications could be reached and only then with difficulty.

Under the new law, which is in effect the PRINTERS' INK Model Statute, amended by the addition of the word "knowingly," fraudulent advertising of any kind, including billboards, posters and window displays could be penalized by a fine of from \$25 to \$1,000, or imprisonment of not more than a year, or both. Thirteen States, he said, had passed the Model Statute, and 18 other States in a modified form. It represents, he said, the modern idea of protecting the consumer and the merchant and replaces the old principle of *caveat emptor*. The one great need in advertising was sincerity. It was the task of trade associations such as this to bring it about.

Dr. Galloway strongly defended the Stevens Bill legalizing price-maintenance. He denied that it was contrary to public policy and

Economical Advertising

¶ Advertising is like every other commodity. The *best* is always the cheapest in the end.

¶ Unless you are quite sure that your advertising is *the best*, we would appreciate an opportunity of showing you to what extent we could improve it.

¶ An interview entails no obligation on your part.

JAMES ZOBIAN COMPANY
General Advertising

225 Fifth Avenue

New York City

bombarded every dealer with enough Fire Prevention ammunition to sink an ordinary navy. We arranged matters so that every mayor, every fire chief, every minister, and almost every other kind of notable in every city and hamlet where there is a Pyrene dealer received a Fire Prevention letter.

"The mayors were asked to set aside one day officially as Fire Prevention Day. That was Saturday, October 9. So far we were acting in accordance with the Safety First Federation. Clergymen were asked to preach a sermon on fire prevention, and the fire chiefs were asked to hold a public demonstration of how to put a fire out quickly. One day of the week was set aside for the meeting of a Fire Prevention Committee, another for Ladies' Day, etc.

"Our dealers were supplied with all the necessary letters and were given full instructions as to how to take the initiative in the matter and start a movement that would not only lead to heavy Pyrene sales, but would be of inestimable benefit to the community and would be supported by every public-spirited citizen. They were also urged to keep a Pyrene display in their window for the whole week, and especially to show the special Fire Prevention poster in red and black.

Not the least interesting part of the Pyrene campaign is its war sales in Europe. It had previously been doing a good business in England and on the Continent, but sales have been leaping during the past year of warfare.

"More than 68,000 Pyrenes and thousands of gallons of Pyrene liquid," says Mr. James, "have been sold for use on aeroplanes, automobiles and motor trucks, including those of England, France, Italy and Russia. You know many of our fire departments in this country carry them on their trucks and motor-cycles. The English War Office issued an order at the outbreak of the war that every commercial vehicle taken over by the department, as well as every vehicle already in

use, must be equipped with Pyrene extinguishers.

"Every British warship, including submarines, is equipped with Pyrenes. And so is every warship in the Dutch navy—there are *two of them*, I believe. The interest of the government probably is due to a fire which broke out in a troop transport having been quickly extinguished by the use of Pyrene. I don't know of Pyrene's being used in the trenches. The automobiles in the war zone all carry it.

"Recently in Havre, a fire started in a shed where 50,000 barrels of gasoline were stored. Two barrels containing 50 gallons each became ignited, and it looked for a time as if the whole neighborhood would go. But the fire was extinguished with 48 Pyrenes. On a great many occasions, Pyrene has saved soldiers from being burned to death. We are told that it is brought into active use by the British Army at least 50 times a day."

Two other real competitors have now entered the field, but it is clear from the character of Pyrene's sales work, from the extent and intelligence of its advertising, and from the merit of its article, that it can defy even the severest competition for years to come. The immediate results of such a campaign on the part of all three would most likely be to dispose of the older and more expensive extinguishers in the industrial fields and develop more quickly the immense possibilities of the home field.

One or two to the average apartment, house, barn, stable, garage, with cases or brackets to hold them and additional reorders of liquids are the requirements of the new market, as the Pyrene Company sees it.

Canned Beef Stew Advertised

The R. C. Williamson Company, New York, is advertising Royal Scarlet Beef Stew, which sells at retail for ten cents. The copy reads: "A Nourishing Meal—For a real bang-up tasty meal there is nothing can equal the delightful flavor of Royal Scarlet Beef Stew. There is a complete meal in each can. Add half amount of water to the can and heat five minutes. All ready to serve."

Printers and their Specialties

Advertisers Can Consult with Profit, this List
of Printers, When Planning their Next Job

**High-grade Printing
and Ad Composition**
**A. COLISH, 106 7th
Avenue, New York**

PRINTING THAT SELLS GOODS

We print booklets and catalogues
for particular advertisers because
we know

PRINTING, COPY, ENGRAVING ART

Send for samples and specifications

READ PRINTING COMPANY

HIRAM SHERRWOOD, President

106 SEVENTH AVENUE, NEW YORK

Color Plate Engraving and Color Printing

We operate the largest establishment east
of Chicago and most modern and complete
in the country. **Large edition color
printing** is now successfully executed at
much reduced prices, placing high-
grade color illustrations within the reach of
all. Direct by Mail advertising rendered
more efficient by using our service.

Estimates Cheerfully Furnished

ZEESSE-WILKINSON COMPANY
424 - 438 West 53rd Street, New York

Specify

"CROWELL BINDING"

when you order books or catalogs.
You will then get your money's
worth. All styles of cloth,
leather and paper in quantities.

THOMAS Y. CROWELL CO.
426-428 West Broadway, New York

DIRECT ADVERTISING

After receiving our book, "Tapping The
Dealer On The Shoulder," one New
York Sales Manager wrote and request-
ed that we send three more copies. He
explained that he wanted to place them
in the hands of his District Managers.
This is the only argument we offer, to-
day, in favor of the book. Is it enough
to make you send for a copy?

*Sent free to manufacturers
or their executives*

THE MOORE PRESS, Inc.
30-38 Ferry Street New York, N. Y.

"**W**E realize that your shop is one
of the best—if not *the best*—of
its kind in the city. I appreciate
it, as that part of our work is in my
care. If your service is the same to
all your clients as it is to us, and they
are not more than satisfied, then the
Saints up above couldn't set their ads.
Sincerely yours." (*Name on request.*)

*The biggest Advertising Agencies in
New York have their ads set by us*

C. E. RUCKSTUHL, Inc.
Typographic Service
27 EAST 31ST STREET, NEW YORK

Booklets & Catalogs

MANY of America's
prominent adver-
tisers and advertising
agencies like the George
Batten Company, J. Wal-
ter Thompson Company,
Frank Seaman, Inc., Fed-
eral Agency and others,
requiring high-class
booklets and catalog
work use the—



Printers of "PRINTERS' INK"

30 West 13th St., New York

WE think it is just
as much an art to
put ink on paper as to
put paint on canvas.

THE KALKHOFF CO.
216 W. 18th Street, New York



Write for These Two Booklets ---

"The Advantages
of Color in Booklet
and Catalog Ad-
vertising and Tic-
onderoga Special
Magazine Paper."

"Line Cuts and
Type Printed on
Ticonderoga Egg-
shell Book."

*You need them in
your business*

**TICONDEROGA
PULP & PAPER
COMPANY**

*Members of the Paper Makers'
Advertising Club*

200 Fifth Ave., New York City

S. Roland Hall's Definition of Advertising

S. Roland Hall, manager of the Alpha Portland Cement Company, of Easton, Pa., was the guest at the weekly luncheon of the Poor Richard Club, of Philadelphia, last week. The best definition of advertising, according to Mr. Hall, is "interpretation." "The public," he said, "has so many sensational facts flashed before the eye that a man must depart from the cut-and-dried card announcement if he wants to win attention. Unless he adopts novel methods and puts his arguments forth forcefully he will receive only a minimum of return. Make the copy newsy—tell the readers something they really want to know. That's advertising in its very best meaning and in its fullest force. Make the people read your stuff by arousing their interest.

"A mistake that many advertisers commit," said Mr. Hall, "is the effort to sell their commodities through advertising alone. They forget that they have sales forces especially trained for such tasks. The advertisements set forth in minute detail full descriptions of every article in the man's store, to do which requires the use of tiny type in small places. That doesn't pay. Just give the reader a reminder, just draw his attention to the article. If he wants it he will go to your store. Then it's up to the salesperson."

To the Man Without an Enemy

You have no enemies? Then you have never dared to stand up for the right against wrong, you have never protected the weak against a bully, you have never dared to defend your own rights against oppression.

Had you done any of these things you would have made enemies. Even if you had done none of these things, but simply achieved a little more success in your business than did your neighbor, you would have an enemy, for failure always hates success.

The man who has no enemies should be ashamed of it. As Thomson once said: "Base envy withers at another's joy, and hates the excellence it cannot reach." Remember this, all you who are at peace with the world.—Rochester *Bumble-Bee*.

F. W. Ayer Heads N. J. Baptists' Convention

For the twentieth time F. Wayland Ayer, of N. W. Ayer & Son, was last week re-elected president of the New Jersey Baptist Convention at Newark, N. J. The action was unanimous.

Denver Club Membership Open to Women

The Denver Advertising Club has voted in favor of accepting as members women who are interested in advertising as a vocation.

Retailers Working for Stevens Bill

Conference of Independents in New York City Endorses Measure After Hearing Speeches in Favor of It—State Senator Explains New York's New Law Based on PRINTER'S INK Statute

A CONFERENCE of Independent Retailers of the Metropolitan District, held at the Hotel Astor, New York, October 27, adopted resolutions upholding the Stevens Bill and protesting against unfair methods in fighting it, after hearing addresses on the subject from Dr. Lee Galloway, associate professor of commerce and industry at the New York University School of Commerce, Accounts and Finance, and Charles Dushkind, counsel for the Tobacco Merchants of America.

Previous to the consideration of the situation of the Stevens Bill, Senator Ogden L. Mills, of the 16th New York District, outlined the new policy of the State

with regard to punishing false and fraudulent advertising. Under the old law, he pointed out, only false statements made in daily or other publications could be reached and only then with difficulty.

Under the new law, which is in effect the PRINTERS' INK Model Statute, amended by the addition of the word "knowingly," fraudulent advertising of any kind, including billboards, posters and window displays could be penalized by a fine of from \$25 to \$1,000, or imprisonment of not more than a year, or both. Thirteen States, he said, had passed the Model Statute, and 18 other States in a modified form. It represents, he said, the modern idea of protecting the consumer and the merchant and replaces the old principle of *caveat emptor*. The one great need in advertising was sincerity. It was the task of trade associations such as this to bring it about.

Dr. Galloway strongly defended the Stevens Bill legalizing price-maintenance. He denied that it was contrary to public policy and

Economical Advertising

¶ Advertising is like every other commodity. The *best* is always the cheapest in the end.

¶ Unless you are quite sure that your advertising is *the best*, we would appreciate an opportunity of showing you to what extent we could improve it.

¶ An interview entails no obligation on your part.

JAMES ZOBIAN COMPANY
General Advertising

225 Fifth Avenue

New York City

Dealer's helps

furnished for distribution to the trade on the Pacific Slope are usually subject to heavy waste.

With the acquaintance of the dealers in most lines of trade (the size, location and condition of stores, window or other display space) and a staff of competent workers, we eliminate this waste of material.

Of course this is only one feature of

"EBERHARD SERVICE"

**The Geo. F. Eberhard Company
SAN FRANCISCO
LOS ANGELES SEATTLE**

THE NATIONAL ALFALFA JOURNAL

**Sioux Falls, So. Dakota
Monthly**

**Subscribed for by over
56,000**

**Landowners in the great
NORTHWEST**

Two buyers on each farm. We appeal to both—the farm owner and his wife.

Rates and information from nearest office.

**NEW YORK—S. M. Goldberg,
225 Fifth Ave.**

**CHICAGO . —Jno. D. Ross,
608 Otis Bldg.**

**MINNEAPOLIS—R. R. Ring,
707 Globe Bldg.**

said that it would protect the manufacturers in the rights which have been taken away by recent court decisions.

"Present merchandising," he said "has advanced far over the practices of former days. The watch word of manufacturing years ago was cheapness and salability. The producer was driven to price-cutting in order to survive. He felt the tendency to put his goods out at the market price. The situation has now changed. The reputable merchant puts his goods out slightly above the market price, for quality, service and an honest profit are to be considered. It represents better merchandising.

"Among the developments of the new period have been cleaner advertising, better goods and an increased confidence from the buying public. The chief complaint arising from the merchant under the new system of trade-marked, standard-priced goods is against the smallness of the profit he makes. This is compensated in part by the large turnover arising from wide advertising.

"One of the effects of the Stevens Bill would be to eliminate the greatest weapon of monopoly, price-cutting. The retailer is serving his own interests when he supports the measure. When the bill is looked upon from the view of public property it resolves itself into a guarantee that the manufacturer may retain his property in a trade-marked name."

Mr. Dushkind, in his remarks said:

"The Stevens Bill would enable the retailer to make a profit on standard goods and permit him to do his competitive price-cutting on ordinary merchandise; at present the retailer loses on the standard articles and attempts to make a profit out of ordinary merchandise."

Samuel D. Emery, ex-president of the National Association of Retail Druggists, said that it was in the fight to preserve the independence of the retail dealer.

Dr. W. C. Anderson, dean of the Brooklyn College of Pharmacy, who presided, urged mem-

bers of the conference to press the issue with their congressmen, saying:

"That the retail merchant never had a better opportunity to press his claims to a successful end is shown by the recognition that is given to the harmfulness of unfair and ruinous competition by the activities and serious consideration into which our Government officials have entered with reference to the protection to be given American industries at the close of the present war, in order that boycott and underselling by foreign manufacturers may not deprive our American industries and the thousands of citizens depending upon them of the opportunity to exist."

Federal Bureau Issues Polyglot Poster

The Federal Bureau of Education has just issued a lithographic poster entitled "America First," urging immigrants to fit themselves for citizenship. This is one of the very few advertisements ever published by the Government and probably the only pictorial appeal ever issued

outside of those advertising army and navy recruiting and the parcel post. "Learn English; attend night school, become a citizen," it says. "It means a better opportunity and a better home in America. It means a better job. It means a better chance for your children. It means a better America. Ask the nearest public school about classes. If there is none in your town, write to the United States Bureau of Education."

The words are printed in Italian, Polish, Yiddish, Lithuanian, Bohemian and Hungarian. It has been ascertained by the bureau that there are in this country 3,000,000 foreign-born folk 10 years of age and over who are unable to read or speak English, and that more than one-half of them are unable to read or write any language.

Lytle Succeeds Graham on "Road-Maker"

R. M. Graham, advertising manager of the *Road-Maker*, Moline, Ill., has been appointed Western manager of the *Inland Storekeeper*, with headquarters in Chicago. He is succeeded on the *Road-Maker* by J. Horace Lytle, who has been advertising manager of *Better Roads and Streets* of Dayton, Ohio.

C. J. P. Lucas, advertising representative of the Chilton Company's automobile trade directory, has been transferred from the Michigan and Ohio field to the Chicago office.

Over 40,000—and well over—pay
\$4.00 or more a year for this magazine

An advertising agent said that if we could show among our subscribers the name of one of the directors of a certain \$30,000,000 corporation in New York, we would be put on a very important list of his. The corporation has eight directors. The report follows:

Mr. E—	M—	's subscription expires with the	December 1915 number
Mr. A—	G. M—	"	April 1916 number
Mr. S. F—	T—	"	December 1915 number
Mr. F—	D. S—	"	December 1915 number

Four out of eight of these directors is not a bad showing.
Edition for December 48,000.

THE ATLANTIC MONTHLY

N. J. PEABODY
Western Manager

110 South Dearborn St., Chicago, Ill.

C. R. Toy
Advertising Manager

17 Madison Ave., New York

The Human Race Continues to be Fallible

A RECENT story for PRINTERS' INK was completely rewritten four times—and this after all the facts were supposedly gathered.

The editor caused the first revision. His experience told him that the principal conclusion was wrong.

A department store buyer made a second rewriting necessary by quoting figures which no one else had supplied.

An advertising agent read the proof and cited three instances to the contrary.

A trade paper editor looked into his files, made some transcripts—and the fourth revision had to be made.

PRINTERS' INK goes to the most reliable known sources for its facts. When experience and memory fail, it seeks prior experience and longer memories. Sometimes it makes mistakes. The human race continues to be fallible.

But PRINTERS' INK readers have the satisfaction of knowing that the men who write for them are as conscious of their responsibility as the man who reads proof on a newspaper's stock quotations. They know they are dealing in facts which mean money—made or lost—to their readers.

PRINTERS' INK.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, NOVEMBER 4, 1915

Changing the "Buying Habit"

It used to be thought that a seasonable demand for a product was as inflexible as the laws of the Medes and Persians; if the public had shown a tendency to buy in May and June, and not to buy in July and August—why that settled the matter. "Nobody buys any oatmeal in the summer time," said the cereal manufacturer, and the druggist used to festoon his soda-fountain with mosquito netting and fill the counter with a display of patent medicines along about the first of November in each year. The season was over, and there the matter rested. What was the use of trying to sell something which nobody wanted to buy?

Of late years, however, it has been repeatedly demonstrated that a seasonable demand, though not to be sneezed at, is yet not quite adamant. The manufacturer of seasonable goods, confronted with a period of low production and correspondingly high overhead, has looked about for some means

of equalizing the pressure, and has found it in advertising. Buying habits are strong, as any other habit of long standing is likely to be, yet it has been repeatedly found possible to modify them to the lasting benefit of all concerned. In many lines of business the "dull season" has lost most of its terrors. It is still "dull," comparatively speaking, but it is far from being the desert waste it used to seem.

The latest attempt is that of the building-supply people to increase the number of buildings erected in the winter time, and avoid the concentration of the great bulk of their business in the summer months. The Detroit Steel Products Company is taking the lead in a serious attempt to impress upon the public the advantages of building construction in the winter. Beginning with November 1, the company's national advertising is to be devoted to persuading builders to release contracts at once, instead of waiting for warm weather.

As a means of judging in advance the probable success of the campaign, the company secured opinions from some 6,000 architects in all sections of the country. The replies range all the way from the laconic "Hell, no!" of a New York architect, to one who stated: "We make it a habit to build in the winter time, because the last building we erected was built at approximately ten per cent reduction in the cost of materials and labor." It is stated that almost exactly half of the architects consulted expressed themselves favorably toward the proposal, which was quite enough to encourage the company in taking the step. The company says that letters from other building-supply houses indicate that many of them are ready to co-operate in the movement.

It may look like a large contract, to undertake to change the habits of many years in so important a matter. But the building-supply people are going about it in the right way, by reaching through advertising the man whose opinion really counts.

**The Side-line
as a
"Demonstrator"**

Most advertising men are familiar with the concern which agrees that advertising has helped the other fellow—"but it wouldn't do for us." There is no need to describe the species, for he has been in evidence since the very earliest beginnings of advertising. Sometimes, by dint of persistent argument, it is possible to get under his hide and persuade him that his faith in his product is at least equal to that of his competitor. But after all there is no argument equal to the ocular demonstration of what advertising is able to do *for him*, in his own circumstances which he declares are so peculiar. Many a man whose business is "different" has been induced to apply advertising to the marketing of some small and inconspicuous side-line, thereby paving the way to his own conviction of its value in the marketing of his main product.

Some advertising agencies, indeed, make a more or less regular practice of resorting to this form of strategy. And it pays in the long run, for it is cheaper to be carrying a small account, even at no immediate profit, than to be spending all the energy of the solicitor in assaults upon the main campaign. The side-line which is well advertised may serve as the most eloquent solicitor which might be employed, and it frequently turns out that the advertised side-line becomes important enough to occupy the main track on its own account.

We happen to have a record of the progress of such a side-line, which began to be advertised three years ago. At that time it was so insignificant as hardly to be worth mentioning. In the words of the advertising agent who developed the account: "If it enjoyed a day's sales of 25 fixtures the company thought it was doing something wonderful."

"When it reached a day's sales of a hundred fixtures," the agent continues, "the company imagined there was something wrong with the business. They could not account for the demand when the

industry was at a low ebb, and imagined that there was something false about the influence. They expressed skepticism as to the value of advertising as a promoter of stable demand. But when sales jumped to a 400-fixture day, they were about ready to believe anything. Last Monday a week ago, the concern sold 900 fixtures, ranging in price from \$7 to \$50 apiece."

There is little danger that the concern which has actually seen a product of its own expand to such an extent under the influence of advertising, will doubt the efficacy of advertising in other departments of its business. There really is nothing quite equal to trying a thing at first hand, and the side-line often affords the chance for the advertising man to demonstrate the real merits of his goods.

**Recognition
of Good
Will Value**

A rather striking recognition of the value of the good will which belongs to a manufacturer's trade-mark is to be found in a recent ruling of the Attorney-General of Wisconsin, regarding the removal of trade-marks from goods damaged by fire before they are sold for salvage by the insurance company. The question arose over the legality of an added clause in the standard form of policy permitting the insured to remove the tags and trade-marks from manufactured tobacco before turning it over to the insurance company. The case is stated as follows:

"The American Tobacco Company insures tobacco—plug and smoking—that bears labels or tags which insure to the consumer the quality of the tobacco. These trade-marks acquire value to the manufacturer of course, but they serve the further purpose of insuring identity of quality to the consumer. If a lot of 'Bull Durham' tobacco, for instance, suffers a smoke damage or water damage on the occasion of a fire, it still is of some value, and the insurance companies exercise the right which they have under their policy to

pay us the whole value of the property damaged, and then recoup themselves by disposing of the damaged tobacco. In such a case it is manifestly unjust to the company, and unjust to the consumer, that this damaged tobacco should be sold as 'Bull Durham' tobacco. It, of course, has not the quality that 'Bull Durham' ordinarily has, and is liable, therefore, to do great injury to the trade-mark. It was to avoid this condition, and only this, that the clause was intended. Unless this condition were avoided, an insurance policy might be a liability to tobacco manufacturers rather than an asset.

"I cannot conceive, under the circumstances that I have just stated, that the clause in question provides for 'a loss subsequent to the fire.' It is intended to require the insurance company, in disposing of damaged goods, to so dispose of them as not to injure the trade-mark belonging to the insured, or to deceive the consumer."

The insurance companies objected, on the ground that the removal of the trade-marks would depreciate the value of the goods, and in some cases, such as manufactured cigarettes, the depreciation would be serious. The Attorney-General, however, declared that the clause was proper.

"It is, of course, obvious" he said, "that if tobacco which has been damaged by heat, smoke or water is taken over by the insurance company and sold bearing a known trade-mark or name, the insured and the public will be injured thereby and it seems to me to be entirely consistent with the provisions of the standard policy to provide against such loss by the insured. The clause in question would permit the insured to remove his trade-marks, etc., before the insurer takes over the damaged tobacco. The loss caused by so doing is quite clearly, to my mind, a 'direct loss or damage by fire,' and the clause in question is, I am convinced, permitted."

Apparently it was not so difficult to convince the Attorney-General of Wisconsin that the

good will which belongs to a trade-mark is the property of the manufacturer, and that he is not necessarily obliged to share it with anybody who happens to get possession of the goods. To permit the sale of damaged goods under the trade-mark injures the manufacturer's good will, and deceives the purchaser. It ought to be possible to convince someone in authority that the same thing happens when trade-marked goods are sold at unauthorized cut prices. It injures the good will of the manufacturer, and deceives the purchaser. The cases are not strictly parallel, of course, but the same basic principle underlies both. Possession of the goods does not carry with it the right to use the manufacturer's trade-mark in such a way as to damage his good will.

A Real Loss to Advertising

The death of George H. Richardson, treasurer of the Bickmore Gall Cure Company, Oldtown, Maine, is announced. Though he disliked and consistently avoided any suggestion of personal publicity, Mr. Richardson was one of the most enthusiastic workers in the movement against fraudulent advertising, and a mass of correspondence in the files of PRINTERS' INK bears witness to his efforts to make all advertising more credible. As a member of the Maine Senate, in 1913, he was chiefly instrumental in securing the passage of the PRINTERS' INK Model Statute, which was vetoed by Governor Haines. It was his influence which counted very largely in securing the endorsement of the Model Statute at the recent annual meeting of the Proprietary Association of America—the organization of patent medicine manufacturers.

Mr. Richardson's death is a real loss to the cause of honest advertising, for he was of that type of zealous worker who cares not who gets the credit so long as the attainment of the main object is brought a little nearer.

LIFE'S Christmas Annual

Black forms close November 11th.

Out promptly December 1st from coast to coast.

In spite of its price, 25c., the Christmas Annual sells heavier than any number of LIFE each year.

A number having unusual advertising value as it is retained indefinitely.

No extra cost for advertising in LIFE'S Christmas Annual.

No proofs for O. K. on copy received November 11th.

Gec. Bee. Arc.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

Jobbers Help Grocers Meet Mail-order Competition

In order to meet the competition of the mail-order houses, grocers of Mandan, N. D., have announced that in the future they will fill any order for goods required by farmers at the mail-order catalogue prices, the only consideration being that the customer must pay cash for the supplies.

It is understood that wholesale grocers of that section are standing behind the retailers in their fight to keep the money at home. In case a grocer is unable to fill any order at the prices quoted in the catalogue, the jobber will see that it is filled, allowing the dealer a reasonable profit. This plan is in line with the new idea of jobbers co-operating with their customers in combating the mail-order houses.—*Interstate Grocer.*

This Sounds Good

"Kernel Pop" is the name of a new advertising character introduced through a series of newspaper advertisements by the Sam Nelson, Jr., Company, Grinnell, Iowa. This new advertising figure will talk about Nelson's Corn for popping, which is packed in a pound carton selling for ten cents through grocers and confectioners.

The opening announcement reads: "Kernel Pop" salutes you. His army of Nelson poppers is at your service. Every man a shooter—every shot a big, fluffy, white kernel. Just give 'em a chance to warm into action; they're eager to pop! The pick of Iowa's best, waiting to cheer you Fall and Winter evenings. When a heaping bowl of this delicious, crisp fluffy, white Nelson's pop corn, with melted butter and salt, is just the best ever."

A New Shoe Advertised to the Consumer

The Manss-Kiley Company, Cincinnati, shoe manufacturer, has started a consumer advertising campaign, featuring its new Miracle shoe for men. The campaign was begun with newspaper advertising in Cincinnati, listing dealers carrying the shoe, and newspapers in other cities will also be used. Magazines will be taken up later, it is announced.

Free Candy of Druggists

The F. H. Roberts Company, Boston, is introducing Apollo Chocolates in Chicago by offering a trial package, average weight $3\frac{1}{4}$ ounces for ten cents. The introductory offer is made through a special display in the druggist's window.

New Orleans Company Advertises Syrup

"The South's Syrup Leaders" is the headline that announces the introduction of New South Pure Cane Syrup and Everybody's Fancy Syrup, products of the New Orleans Coffee Company.

All Cincinnati Welcomes Shoppers

The business men of Cincinnati, Ohio, have adopted a "Cincinnati Day" for out-of-town shoppers. The retail merchants make special offers for that day and half-page publicity advertisements are used to tell people of the many interesting things they can see. The slogan of the campaign is "Ask The Girl At The Depot About Anything You Want To Know, She Is There To Answer Your Questions."

The out-of-town people are invited to visit the factories where shoes, glass, clothing, automobiles, bread, pottery, cigars, etc., are made. They are asked to come and see how students work in the art academy, how a street car is made, how Cincinnati looks after its drinking water, how the telephone exchange is operated, how color printing is done, how the university is conducted, how pies are baked by the thousands, how they feed wild animals at the Zoo, and hundreds of other things which are of interest to people who visit a large city.

Old-fashioned Molasses Is Advertised

"Buy New Orleans Molasses in Sealed Tins" is the message sent out by Penick & Ford, Ltd., New Orleans, in advertising Br'er Rabbit Pure New Orleans Molasses. Such appetizing phrases as these are used: "If you would once again taste those old-time crisp ginger cookies, toothsome ginger breads, and tempting brown cakes made from the genuine old-fashioned molasses by Br'er Rabbit—save the coupons on the labels and send for premium catalogue. Let us send our book of fine recipes 'The Ginger Bread House.' It tells how to make delicious cakes and candies."

New Tooth Paste Advertised

The Sentanel Remedies Company, Inc., Cincinnati, Ohio, is using a list of newspapers to introduce "Senreco," a new tooth paste. It is claimed to stop bleeding gum, correct acid mouth and prevent pyorrhea. It is sold through the druggist for 25 cents.

Over-Sunday Toilet Special Offer

Peg o' My Heart Toilet Water, Cold Cream and Face Powder are being introduced by an introductory offer of all three preparations packed in a week-end box for 25 cents. They are miniatures of original packages, containing about a quarter the quantity.

Makes Cream Whip Easily

The Cream-Whip Company, Cleveland, Ohio, is advertising a new tasteless and harmless product that makes ordinary table-cream whip more easily and quickly. Cream-Whip is being sold through the grocers.

Another 10-Cent Talking Machine Record, Perhaps

A combination of popular sheet-music publishers is being formed, it is reported, for the purpose of marketing a new phonograph record which it is intended to sell for ten cents. One such record is already on the market, being sold principally through the five-and-ten-cent stores. The proposed company would be a selling organization, one of the leading talking machine record manufacturers having agreed to supply the goods under certain conditions. Among these are that no order for less than 20,000 records will be handled, and that they will be sold to the company for six

cents. The chief question to be decided is whether a 4-cent margin for the sales company and dealers will prove sufficient.

Ramsay Returns to Art Metal Construction Company

Robert E. Ramsay, assistant advertising manager of the Safe-Cabinet Company, Marietta, Ohio, has been appointed advertising manager of the Art Metal Construction Company, Jamestown, N. Y., from which concern E. St. Elmo Lewis recently resigned as vice-president. He was formerly associated with this company as assistant advertising manager.

The Illinois Staats-Zeitung

Chicago's Only German Language Newspaper Printed Every Morning in the Year.

No Other Advertising Medium Reaches so Completely The German Reading Public of Illinois and Nine Neighboring States containing Over 4,300,000 German Americans.

Chicago with its 563,000 Germans; 60,000 Austrians and other German Language People, has over 700,000 German Reading Population, which is more than the Native Born Americans and more than the combined numerical strength of any other four Nationalities.

30 per cent of the Funds in Chicago's Savings Banks and 50 per cent of Chicago's Real Estate is owned by the German Reading Population.

ILLINOIS PUBLISHING COMPANY

Publishers

Staats-Zeitung Building

Chicago, Ill.



TRY OUR BING-BANG GUN

For Big Selling Power to Mothers and Fathers

Of Sensational Interest to Children

Great sale inducer for all Household Products, Boys' Clothing and Supplies, etc., also for Toy Openings, Boys' Departments, etc.

MANUFACTURERS, ask us about two new advertising novelties for children, suitable for wide distribution.

SPOTSWOOD SPECIALTY CO., Lexington, Ky.

The Little Schoolmaster's Classroom

THIS is the story of how a Chicago man made a new connection. There may be something in it that will encourage advertising and sales managers who have found 1915 a year they will not soon forget.

The man I refer to, T—— I'll call him, was until ten months ago in charge of one of the departments of a very large concern. He drew a big salary. One day he had a difference of opinion with the general manager and was asked to resign. He declined. Said he was quite willing to be fired, but resign—never! So he was fired. It was a jolt, but T—— tried to console himself with the thought that there were just as good fish in the sea as had ever been caught.

He went home, turned things over in his mind for a day or two, came downtown, made a few calls on people he knew and learned that a certain manufacturing establishment, far and away the biggest of its kind in the United States, was in a rut, that it needed a man who could reorganize it, not only as far as selling was concerned, but manufacturing as well.

* * *

Next morning T—— called at the office of the president of the company, sent in his card, cooled his heels in the anteroom for an hour or so and was finally ushered into the "Presence."

Without preliminaries, T—— told the president that he, the president, needed a man who could relieve him of some of his burdens. Then he went in and tried to make it quite clear that he, T——, was the man who could do the job. Twenty minutes of this sort of thing, and T—— was politely bowed out. Nothing doing!

Was T—— downhearted? Not a bit of it. He got together more facts, more figures, more arguments. Back he went. The president again kept him waiting and again told him, at the end of a

brief talk, that "there is no use going into this matter any further, Mr. T——. We can't use you."

T—— knew they could. That was the saving quality in the situation. *He knew they could.* So by letters and telephone messages, he reinforced his arguments.

Finally, in sheer weariness, the president turned T—— over to the vice-president. To this day T—— does not know why. Sometimes he thinks the vice-president had been instructed to hire him. Sometimes he thinks he had been instructed not to hire him.

In any event, it very soon became evident that the vice-president had been getting a line on T——. There were a lot of things he wanted information about. He had been told that T—— had not made any money for himself. Was that true? And if it was, was it reasonable to suppose that he could make money for *this* company? Then, as to his habits—they were not what they should be. And why—why had he made so many changes? Eh?

* * *

T—— met these objections; proved that in the course of his 35 years he had gotten together a pretty fair-sized wad; admitted that he knew what a cocktail tasted like, but denied that he had ever been under the influence of liquor. As to his ability—and, after all, wasn't that what was under consideration?—his record spoke for itself. Three years with So-and-So—and a great big increase in sales. Three years more with Such-and-Such—and a deficit turned into a whaling big profit. Three years more with High-and-Low—ask Mr. Blank, the man who had fired him. He knew. Then he walked out.

These letters, interviews and conversations over the 'phone were spread over a period of about ten days. They were nerve-

racking. T—— was getting pretty close to the ragged edge. He wanted that job, not only for the money there was in it, but because it was *his*. He knew he could handle it.

Next day, to get the thing off his mind, he went fishing. When he got back, and he took care to be away two whole days, Mrs. T—— told him that the president of the company had telephoned to ask that T—— be at his office first thing Monday morning.

T—— was there. The president was ready to engage him. The only point to be discussed was—terms.

* * *

Then T—— did something that not one man in a thousand would think of doing. In the coolest voice you can imagine he said, "Mr. F., you say you are willing to have me go to work for you. Fine! I'm awfully glad to hear it. But—I'm not sure I want to work for you. Here is what I suggest. Give me the run of your

This Is No Threat

Naturally, I hate to slip you the info that subscriptions to GOOD HEALTH are arriving in every mail but—the fact is that, if the increase keeps up much longer (and our Circulation Manager tells me it has just begun) we shall face the painful necessity of giving our advertising rates a swift boost. Of course, this makes me feel very sad and, if you are an Advertising Manager, likely to consider using GOOD HEALTH, I know I can count on your sympathy. However, here's a word of cheer. For a limited time we shall accept orders, *and contracts for one year*, on the basis of existing rates. As it may be now or never, on the old basis, I suggest you let your reservations come "quickest way"—if necessary by wire. Address—

J. Dwight Brewer, Advertising Manager, GOOD HEALTH

1811 West Main Street

Battle Creek, Mich.

School of Applied Science
of the

Carnegie Institute of Technology

Schenley Park, Pittsburgh, Pa.

Owl Supply Co.,
53 State St.,
Boston, Mass.

Gentlemen:

This time I am writing direct to you, to order my supply of Owl Clips.

I have used your clips for years and have been perfectly satisfied with them.

The points that are especially excellent are:

They have no unprotected points that tear the paper. Having the thickness of only one wire, they are especially suitable for attaching enclosures to letters.

They are easily adjusted.

The tension can readily be increased or lessened.

Each of the three sizes has its particular use, while all of the three have all the good features mentioned above.

You will please send me, in return for the enclosed amount,

Yours truly,

R. M. IHRIG.

Our Immediate Need Is A Man—

to complete our eastern advertising department. This publication, a well-known monthly of over a quarter of a million circulation, requires the services of a tested advertising representative to work from its New York City office.

We want a man who can sell us his services, who believes that he is a producer and whose present employers concur in that belief!

The right man's salary, to start, will be commensurate with his proven ability and his advance will keep pace with his productivity. Address "K. R.," Box 351, care of Printers' Ink.

Advertising Agency Solicitor Wanted

This agency has made a series of spectacular successes on a certain type of account. We are well known by other non-competitive advertisers marketing their goods thru similar channels. We want a man who can follow up leads and get this business. We have a wonderfully convincing story of achievement to tell these advertisers and the man we want must be able to tell it. This agency has a strong reputation and is financially able. Address with full particulars as to experience, present work, etc.

"K. P." Box 352, care Printers' Ink
12 West 31st Street New York

factories, your office, everything, for a fortnight. Let me find out what is wrong. Let me see whether I can find out the way to right it. I won't charge you a cent for my time. In two weeks, I'll come back and say 'No' or 'Yes.' Then we'll talk terms."

The net of this story is that T—— is vice-president of the company whose service he entered less than a year ago. He draws one of these salaries that make you feel rich merely to pronounce them. And he has done what he wanted to do, what he felt sure he could do—he has relieved his chief of a vast burden of detail. He has made a place for himself.

* * *

What he did is very simple—so simple that few of us recognize that perhaps it is the thing they should do. First of all, he took an inventory of himself. Then, by inquiry, he found out where such ability as he had was needed. Finally, he went to the man at the head of that business and sold himself—sold himself just as a good salesman sells a pair of shoes or a suit of clothes.

You see, dearly beloved brethren, it can be done, even in 1915.

* * *

Speaking before the Representatives Club the other day, Frederick W. Nash, manager of the food department of the General Chemical Company, who is back of the drive on Ryzon Baking Powder, declared that one of the principal articles in his creed was to be a booster always, never a "knocker." Then he told the following story out of his experience, which the Schoolmaster thinks is good enough to be passed on to a wider audience.

"Early in my sales career," said Mr. Nash, "I was sent to Bangor, Maine, to try to bring up the business there, which was falling off under charge of the local salesman."

"In passing down the main street of the town with him, I noticed a very fine store, with a sign over the door 'Tea White,' the store appearing to specialize in teas, coffees, eggs, butter, etc., and as I was selling the 57 Varie-

ties, I asked the salesman whether that store was handling our goods. He said, 'No'; that this man confined his trade to certain specialties that he thought it paid him to concentrate on, and that it was no use of talking The 57 to him. As I was interested in getting business there from every legitimate source, I said, 'Nevertheless, I would like to see him,' and we went in.

* * *

"Mr. White, who was one of the good, hard-headed, old-fashioned type of man, met me with this statement:

"Young man, I have just listened to a lot of hot air from a promoter of the National Biscuit Company, who came in here with a local salesman wanting me to put in a line of National Biscuits, and if I listened to all of the salesmen that come along with suggestions to add their line to my stock, I would soon be the same as any other merchant of this town and have no distinctiveness to my kind of business."

* * *

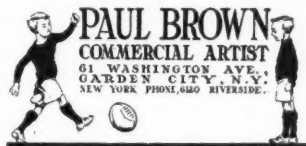
"My reply to Mr. White was about as follows, as I recall it: 'You are doubtless correct in your feeling that you should keep your store in the specialist class, but the question is whether you are not narrowing your market too much by not expanding a little. As I understand it, you have been a good many years here in business, and probably to-day you have about all of the trade you can get, without expense. Consequently, it seems to me the matter for you to decide is whether you want to expand your business with this market available, and my feeling is that a concern that has made such a success as the National Biscuit Company, offering new kinds of goods and creating new demands on the part of the consumer for its products, is worthy of consideration. While, naturally, I would prefer to see you put in

THE PROGRESSIVE FARMER

170,000

Circulation With Dealer Influence

"No Fakes for Man or Beast or Fowl"

Raleigh, N. C.,
Memphis, Tenn.Birmingham, Ala.
Dallas, Tex.

WANTED AT ONCE

Advertising rate cards, sample copies, agency commission and cash discounts on Magazines, Farm Papers and Newspapers from publishers and special representatives who have not already supplied the above information to

The Advertising Agency of
Woodward & Tiernan Printing Co.
Saint Louis, Mo.

LETTERS and advertisements compounded of *Dignity, Force, Humanness, Unusualness.* I yearn to send you the striking testimony of others. This advertisement attached to your letterhead before tomorrow—

E. M. DUNBAR
16 Rowena Street - Boston

EDITOR of the TIMES said:—

"YOU HAVE GIVEN us some of the most distinctive advertising, in both copy and layout, ever set by a city daily," (referring to my department store publicity). May I send marked copies and references?

ADVERTISING MANAGER, well educated, resourceful, age 28, unmarried, general advertising and sales experience six years; broad training, modern publicity sales plan.

OFFERS ORIGINAL "different" effects in set-up—plus distinctive, humanized copy—cutting costs for space while giving greater publicity with added selling power.

YOUR INVESTMENT in modern advertising-sales service is but \$1600 the first year (easily worth more); your dividends will appear with actual sales increases—wider distribution—savings in space.

"GOING at \$1600,"—who will try me?
BOX 1753, BOSTON, MASS.

"GIBBONS Knows CANADA"

Are we looking for each other?

You may be looking for a man of ideas—
Initiative—executive ability to act in the
capacity of Advertising or Sales Manager
—one who can really do things—one of
proven experience from A to Z.
If you are then I am looking
for you. Won't you let this
little ad bring us together?

"G. W."
Box 348
Printers' Ink

Premium Specialties

International Premium Head-
quarters. Our biggest success, the
No. 7 Dandy needle book, 20c in
gross lots, sample sent postpaid 25c

S. BLAKE WILLSDEN
Heyworth Bldg. Chicago

A trained and experienced public
speaker wishes to connect with the
publicity department of some com-
pany. He will also be of service
in creative work and writing copy.
Address Box J. T., 350, in care of
PRINTERS' INK.

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average
Circulation **133,992**

Our biggest circulation is in the States of
Iowa, Wisconsin, Minnesota, Nebraska,
Illinois, etc., in the order named. All sub-
scriptions paid in advance. Flat rate, 35c.



CLIMAX PAPER CLIPS SAFE and SAVING

Paid, Applied
For

Clip your Clip Bill in Half by or-
dering in quantities direct from the
Factory. Save in-between profits and loss on
"hand-to-mouth" orders.

Packed 1,000 to the Box
1,000 Postpaid on receipt of 25 cents
5,000 Postpaid on receipt of one dollar

Packed 10,000 to the Box
f.o.b. Buffalo

10,000	11c	per 1,000
50,000	8c	per 1,000
100,000	6 1/2c	per 1,000
500,000	6c	per 1,000

Send all orders direct to

Buffalo Automatic Mfg. Company
457 Washington Street Buffalo, N. Y.

The 57, I am frank to say that I believe you will make no mistake in considering a proposition from a good concern like the National Biscuit Company, even though you have no room for both my line and theirs.

"Then I proceeded to talk my line to Mr. White, on the basis of adding profit and trade to his store, with credit to his line, without infringing upon his own policy and ideas. The result was a very large order of a very fine selection of The 57, for the first time in this store, although it had been in business there for 20 years, and my information is that he still had a good business on this line ten years later.

"The point that I wish to make is, had I told him that while he should not handle the National Biscuit Company's goods, my goods were the kind of goods he *should* handle, I would probably not have made the sale—and the same principle holds true to-day, and, I believe, will always hold true in merchandising any product."

Copywriter wanted

A good opening for a good man in rapidly growing (not large) advertising agency in New York City.

Your record must stand searching investigation. You must be between 25 and 35 years old, of good health and have a vigorous style and the ability to make sound analyses. National advertising experience required.

You must be teachable.

Give complete information regarding education, experience, salary you have earned and salary at which you are willing to start with a concern where there is opportunity to grow.

If possible, submit samples of your work, which will be returned.

Confidential.

Address T. K., Box 347, care of
PRINTERS' INK.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING WRITERS

Your classified ads will pull plenty of profitable inquiries when they are worded just right. Get my prices for preparing your small ads and sales letters. Jed Scarboro, 557a Halsey St., Brooklyn, N. Y.

I write adv. letters, circulars, booklets, mail-order literature for advertisers who demand the world's

BEST BRAND OF ADV. BRAINS.

Copy that cleans up the last dollar's worth of business. The kind you want. Write me to-day. Send samples of your adv. for FREE suggestions. Blish, 5644 Prairie Ave., Chicago.

ARTISTS

Use BRADLEY CUTS

To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade tickers.

Will Bradley's Art Service
131 East 23rd St. New York



CONSULTING MERCHANT

Expert in buying, merchandising, advertising, sales promotion, opening new departments and reviving inert departments, dry goods and men's wear, retail and mail order. A week suffices for a small store or a single department; a year, if needed, will be given to a large store. Write for information. Engagements from Feb. 1, 1916. Box 776, care Printers' Ink.

FOR SALE

FOR SALE—At an exceptional bargain, slightly used high speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

HELP WANTED

WANTED: Drug Advertisement Solicitor for high class alumni journal. Strictly commission basis. A good proposition. A profitable side line. Apply to Dr. Wimmer, 115 W. 68th St., N. Y.

A splendid territory is open to an experienced representative to secure advertising for a well known trade paper. Box 730, care Printers' Ink.

WANTED—Young copy-writer for house-organ and advertising detail work. Must be able to write good English, making it readable and entertaining. \$15 per week to start. Location, Indiana. Box 787, c/o Printers' Ink.

New York Color Printing and Lithographing concern, well known among advertisers for high grade work and ideas, has opening for experienced salesman for either printing or lithographing, or both. Excellent chance for wide-awake man to connect with growing house. Address in confidence Box 779, care Printers' Ink.

EXCLUSIVE Trade Paper Advertising Representatives wanted, with headquarters in New York and Boston, by Byxbee Publishing Company, Chicago. Only first-class men, with experience in handling publications going to retailers. Address, O. F. Byxbee, Hotel Longacre, New York, or call Tuesday morning, November 9. Will be in Boston later—write for appointment.

MISCELLANEOUS

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of PRINTERS' INK a means of getting in touch with "live" prospects. Advertisements in this department cost 40c per line, figuring 5 words to a line and 12 lines to the inch. No smaller copy than five lines, costing \$2.00, accepted for a one-time insertion. PRINTERS' INK PUBLISHING CO., 12 W. 31st St., New York City.

POSITIONS WANTED

Man of eighteen years' experience in Sales and Advertising work, several years owner of an advertising agency, wants a job. Age 39. Address Box 775, care Printers' Ink.

Young man, 23, practical printer with some knowledge of advertising, seeks position at bottom of the ladder where he can advance himself. Box 795, care Printers' Ink.

Ambitious young man with some advertising knowledge wants position with agency or advertiser. Will accept any kind of a job that offers a chance to learn, develop and advance. Salary \$10.00 per week. Box 780, c/o P. I.

Advertising man, six years' experience in newspaper and magazine as manager, seeks position with newspaper or magazine. Experienced on copy writing, theatrical and special advertising. Age thirty-six; married. Box 783, c/o P. I.

YOUNG LADY, AMERICAN, 8 years advertising agency experience, desires position as **Secretary or department head** with agency or publication. Accustomed to responsibility. Capable and thorough in handling detail. Box 784, care Printers' Ink.

Advertising man; unmarried; twenty-four years of age; three years as office manager and accountant; one year as assistant advertising manager; proficient in executive work, copy writing, editing, layouts; student of I. C. S. advertising course, student of Alexander Hamilton Institute; large salary not expected at the outset. Box 789, c/o P. I.

I WANT A JOB

I am young, energetic, ambitious and aggressive, with five years' advertising experience, backed by a university education. I wrote advertising for a big corporation for two years and sold space for a big newspaper for three years more. Present salary doesn't mean as much to me as does the prospect of a future. I can refer you to a number of people who will highly endorse my ability, but I'd rather get on the job and show you. Box 785, c/o P. I.

ART DIRECTOR

open for engagement. Acknowledged authority on advertising illustrative work. Eleven years' agency experience.

He knows how to picture merchandise to make it sell. His grasp and execution of sales ideas is known favorably throughout the country.

An artist, an executive, with a most thorough purchasing and manufacturing knowledge of art work, engraving and printing. Box 782, care Printers' Ink.

Mfr. or Agency

can now secure experienced man of 30, college graduate. Five years with big mfrs. in engineering, selling on the road and managing branches.

Three years with large N. Y. agencies doing plan and copy on many national accounts. For last year in charge of sales promotion for N. Y. advertising company. Trained in advertising, selling, and sales by mail. Box 781, c/o P. I.

COPY-WRITER AND IDEA-MAN

Unusually successful copy-writer, with original, illustrative ideas, open for engagement November 1. Automobile and accessory specialist. Wide agency experience in many lines. Thoroughly familiar with art-work, engraving and printing production. A real "find" for the RIGHT firm. Box 790, c/o P. I.

To "Somebody Else":

I frequently hear in my present position that "new fangled advertising schemes" are all right—for "somebody else," so I want to find "somebody else" in Boston that can use a man 27 years old with a college education, executive ability and a "mental click" for good copy, layouts and art work.

I have been for two years managing the advertising for a manufacturing company with a retail store using news and trade papers, circulars, catalogues, booklets, window cards and dealer helps.

If "somebody else" needs a man about my size as Manager or Assistant, write to Box 786, care Printers' Ink.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

I wish to devote more of my time to my outside interests and would welcome an associate in my profitable weekly trade paper. An advertising man who is a good mixer and has some money can make a good connection and eventually own the control. Box 734, care P. I.

One of our clients is overworked. He has other business interests besides his weekly trade journal which require his personal attention. He would therefore sell an interest in his publication to an experienced man who could relieve him of the major portion of the work. The property is valued at Fifty Thousand Dollars. Unusual opening for a hustler who commands some capital. Harris-Dibble Company, 171 Madison Av., N. Y.

STANDARD BOOKLETS

Specialists in writing, designing and printing Booklets by standard, cost-cutting methods originated by us. Many styles 3½ x 6 in. 8, 16 and 32 pages, attractive covers, 1,000, 8 pages and cover, for \$17.75; 5,000 for \$42.75. Samples, if requested on your letter head. The Dando Company, 26-32 S. 3rd Street, Philadelphia.

ADVERTISING MEDIUMS

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (Savon) 19,414 dy., 2c.; Sun., 17,158, 5c.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,759; Sunday, 11,469.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1914, 69,501; Sunday, 47,783. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

New Orleans, La., Item, net daily average for 1914, 56,960.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914. Sunday 61,947; daily, 80,176. For Sept., 1915, 72,314 daily; 66,575 Sunday.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 9 months 1915, 122,562 paid, 127,055 gross.

75% of circulation is in Minnesota, the Dakotas, Montana, Western Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 gross circulation. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. M. Liect. Actual average for 1914, 23,017.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342. For Sept., 1915, 134,952 daily; Sun., 164,749.

Erie, Pa., Times, dy. Aver. circulation, '14, 23,270; '26,701 av., Sept. '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

West Chester, Pa., Local News, dy., W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, eve. exc. Sun. A.B.C. audit to March 31, 1915, 19,130.

York, Pa. Dispatch and Daily. Average for 1914, 20,322. Covers its territory.

Providence, R. I., Daily Journal. Av. net paid for 1914, 20,653. (©) Sun., 33,018. (©) The Evening Bulletin, 46,772 ave. net paid for '14.

Seattle, Wash., The Seattle Times (©) is the metropolitan daily of Seattle and the Pacific N. W. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the adv. Av. daily circulation, 1914, 71,858; Sunday, 90,368.

Janesville, Wis., Gazette. Daily average, 1914, 7,129. April, 1915, average, 7,579.

Bakers' Helper (©) Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. Worcester, Mass., L'Opinion Publique. (©) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (©) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (©) the recognized authority of the Dry Goods and Department Store trade.

N. Y. Scientific American (©) has the largest cir. of any tech. paper in the world.

THE PITTSBURG (©) DISPATCH (©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburgh.

Providence, R. I., Journal (©) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

The Seattle, Wash., Times (©) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

The Milwaukee, Wis., Ev'ng Wisconsin (©) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

New Haven, Conn., Register. Leading want-ad. med. of State. 1c a word. Av. '14, 19,414.

The Portland, Me., Ev'ng Express and Sun. Telegraph carry more want ads than all other Portland papers combined. 1c a wd., 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1914, 116,791 more individual Want Ads. than its nearest competitor. Rates: 1½c. a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Ev'ng News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

Table of Contents

PRINTERS' INK, November 4, 1915

How Pyrene Broke Into Dividend Column.....	3
Interview with Darwin R. James, Jr., and C. Louis Allen, Respectively President and Sales and Advertising Manager of Pyrene Manufacturing Company.	
A Few Confidential Remarks About Sales Conferences.....	15
<i>Charles Austin Bates</i> Together with Some Guarded Suggestions to Prevent Them Skidding.	
Successful Co-operative Advertising by Manufacturer and Retailers.....	21
Instances of Some Campaigns Wherein the Manufacturer Has Tied Fast to His Dealers.	
New Tendencies Seen in Fall Dealer Helps.....	33
Ninety-four Advertisers and 37 Leading Dealers Contribute to Review of This Season's Dealer Material.	
Adapting the Prize Contest to Its Market.....	45
<i>Roy W. Johnson</i> Some Requirements of the Successful Contest from the Point of View of Those Who Take Part.	
A Campaign on Trade-marked Aprons.....	54
Putting the "Quality Feeling" Into Advertising.....	57
<i>C. C. Casey</i> The Elusive "Something" Which Makes Advertising Sell the Company as Well as the Goods.	
Putting the Matter of Credit Up to Salesmen on Sales Basis.....	69
Excerpts from a Bulletin Used Successfully by Moller & Schumann, Brooklyn.	
How a Detroit Advertiser Made Capital Out of a News Idea.....	78
Burroughs Advertises to Produce Sales Instead of Inquiries for Free Books	83
<i>Edwin A. Walton</i> Adv. Mgr., Burroughs Adding Machine Company How a Study of Past Experience Disclosed the Waste in Educating Only Those Who Could Be Persuaded to Fill Out a Coupon.	
Advertiser Challenges a Whole Industry.....	94
Water Filter Manufacturer Affords Bottlers an Opportunity to Advertise Their Wares.	
Retailers Working for Stevens Bill.....	107
Conference in New York Endorses Measure.	
Editorials	112
Changing the "Buying Habit"—The Side-line as a "Demonstrator"— Recognition of Good Will Value—A Real Loss to Advertising.	
The Little Schoolmaster's Classroom.....	118

Index to Advertisers

	PAGE		PAGE
Advertising Mediums	125	Los Angeles Evening Ex-	
Albany Knickerbocker Press	70	press	79-80-81-82
American Exporter	101	Moore Press, Inc.	105
American Magazine	89	National Alfalfa Journal.	108
American Sunday Mag.	66-67	Nebraska City News.	56
Atlantic Monthly	109	Nebraska City Press.	56
Audit Bureau of Circulations	76	Nebraska Farmer	56
Ayer & Son, N. W.	1, 99	Nebraska Farm Journal.	56
Beatrice Express	56	Nebraska Publishers' Bureau	56
Birmingham & Seaman.	52	Nebraska State Journal.	56
Boston Post	13	Needlecraft	11
Brown, Paul	121	New York American.	41
Buffalo Automatic Mfg. Co.	122	N. Y. Staats Zeitung.	68
Butterick Pub. Co.	29-30-31-32	Nichols-Finn Advertising Co.	7
Cheltenham Adv. Agency.	9	Norfolk Daily News.	56
Chicago Tribune	128	Northern Farmer	100
Classified Advertisements.	123-124	Observer, London	95
Colish, A.	105	Omaha Bee	56
Collier's	37	Omaha World-Herald	56
Comfort	42-43	Owl Supply Co.	119
Crowell Co., Thos. Y.	105	Passing Show, London.	95
Curtis Pub. Co.	17-18-19-20	Phila. Public Ledger.	55
Deutsche Omaha Tribune.	56	Pier Realty & Holding Co.	92
Dunbar, E. M.	121	Position Wanted—"I. T."	122
Dyer, George L., Co.	27	Position Wanted—"S. W."	122
Eberhard, Geo. F., Co.	108	Position Wanted—Box 1753	121
Ethridge Asso. of Artists.	60	Power	23
Farm Journal	24	Printers' Ink	110-111
Federal Advertising Agency	2	Printers' Specialties.	105
Field, London	95	Progressive Farmer	121
Francis, Charles, Press.	102, 105	Punch, London	95
Fremont Tribune	58	Queen, London	95
Gardner Advertising Co.	85	Railway Electrical Engineer	59
Gibbons, J. J., Ltd.	121	Read Printing Co.	105
Good Health	119	Ruckstuhl, C. E., Inc.	105
Hastings Tribune	56	Scientific-American	50-51
Help Wanted—"K. P."	120	Simmons-Boardman Publish-	
Help Wanted—"K. R."	120	ing Co.	59
Help Wanted—"T. K."	122	Sketch, London	95
Hill Pub. Co.	23	Southern Ruralist	74-75
Hospodar, The	56	Sperry & Hutchinson Co.	86-87
Hulton Co., London.	95, 96	Sperry Magazine	38
Illinois Staats-Zeitung	117	Sphere, London	95
Illustrated London News.	95	Spotswood Specialty	121
Illustrated Sporting and Dra-		System	65
matic News, London.	95	Tatler, London.	95
John Bull, London.	94	Ticonderoga Pulp & Paper	
Judge	73	Co.	106
Kalkhoff Co.	105	Today's Magazine.	14
Lady's Pictorial, London.	95	Twentieth Century Farmer.	56
Leslie's	49	Warren & Co., S. D.	44
Life	115	Weed Chain Tire Grip Co.	90-91
Lincoln Daily Star.	56	Willson, S. Blake.	122
Lincoln Freie Presse.	122	Woodward & Tiernan Print-	
		ing Co.	121
		Zeese-Wilkinson Co.	105
		Zobian, James, Co.	107

ADVERTISING RATES—Display

\$120 double page, \$60 a page, \$30 half page, \$15 quarter page
Smaller space, 35c per agate line—Minimum, one inch

PREFERRED POSITIONS

Front Cover.	\$125	Page 5.	\$100
Second Cover.	75	Pages 7, 9, 11 or 13.	75
Back Cover.	100	Standard Double Spread.	150

A Successful Institution

The Chicago Tribune, whose success has been built up entirely through *advertising and merchandising* and rendering *unusual service*, offers you the assistance of its organization in building up *your success* by the same methods.

The Chicago Tribune is not merely a *seller* of advertising space, but it is also a large *buyer* of advertising space. It not only buys space in trade papers, but it also spends thousands of dollars every year for space in dozens of other daily newspapers. *It has built up its great success*

through taking its own medicine.

The members of The Chicago Tribune's staff are able, therefore, to counsel with you, not on the basis of *theory*, but on the basis of *practical experience*.

If you wish to make money out of this Chicago territory through the operation of the three greatest factors in business success—*advertising, merchandising and service*—the members of our Merchandising Service Department will be glad to confer with you, and without cost or obligation on your part.

The Chicago Tribune

The World's Greatest Newspaper

(Trade-mark Registered)

Circulation Over { 500,000 Sunday
300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City

Pacific Coast Advertising Office: 742 Market Street, San Francisco